

could only complete the survey once. Respondents who qualified and completed the survey were awarded \$1.50 in e-Rewards currency.

In the survey I designed, respondents were shown a picture of a chocolate bar with the four by three panel product configuration in Hershey's trademark application. The picture contained no other indication of its brand or origin.⁵ Next, respondents were asked if they associate the appearance or design of the product with one or more particular companies. If the respondent said "Yes" to this question, they were asked which company or companies do they associate with the design and appearance of the product. Finally they were probed as to why they made the association or associations that they did.

In order to establish whether significant secondary meaning exists (meaning that consumers associate the four by three panel configuration with a single source, Hershey), it was necessary to use a Control Group of respondents to account for guessing and other forms of noise. This is analogous to the use of a placebo in the test of, say, a new drug. The effect of the drug is measured by the difference in response between those receiving the test drug (the "Test" Group) and those receiving the placebo (the "Control" Group.) Similarly, a control was used in this case to account for guessing and other forms of noise, and the "net" result is the difference between the response in the Test Group and the response in the Control Group.

"In designing a control group study, the expert should select a stimulus for the control group that shares as many characteristics with the experimental stimulus as possible, with the key exception of the characteristic whose influence is being assessed."⁶ In this case, an appropriate control product was a segmented chocolate bar that did not have the four by three panel design. Instead, of the four by three panel design shown to the Test Group, the Control Group was shown a three by one panel segmented chocolate bar.⁷ The secondary meaning attributed to the four by three panel design can be measured by the difference in the response between the Test Group that was exposed to the four by three panel design and the Control Group that was exposed to the three by one panel design. Pictures of the stimuli shown to the Test Group and the Control Group are displayed in Exhibit 1.

⁵ The Hershey® Chocolate Bar found in the market has the word "Hershey's" inscribed in each panel of the bar. The image used as the stimulus in the Test Group was a photograph of a chocolate bar that I understand was specially produced by Hershey without the Hershey name.

⁶ Diamond, Shari Seidman, "Reference Guide on Survey Research," *Reference Manual on Scientific Evidence*, Second Edition, Federal Judicial Center 2000, p.258

⁷ This control stimulus was created using computer software to digitally alter the image shown to the Test Group.

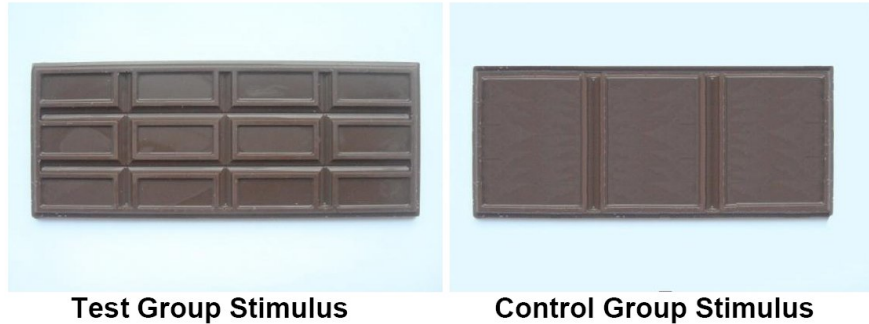


Exhibit 1 – Chocolate bars used in Test and Control Group

Another important factor is that the experiment should be “double-blind.” In the test of a new drug or new treatment, this means that neither the patient nor the doctor (or the person administering the treatment) should be aware of which product is the test and which product is the control. With an Internet survey there is no interviewer and the survey will be double-blind when nothing alerts the respondent to the particular feature or issue being tested. In this case, the questions were identical for the Test and Control Groups and only the stimulus was different. Because respondents had no way of telling which stimulus was the test and which was the control, the experiment was double-blind.

The survey began with a series of screening questions to determine if a respondent were a member of the target population and qualified to participate in the survey. Screenshots taken from the survey are included in Appendix D as well as a text version of the questionnaire.

Prior to first screening question, respondents were asked to enter the code shown on the screen exactly as it is shown in a CAPTCHA image box. This is a standard question used in all AMS internet surveys to ensure that only actual people, as opposed to computer programs, take the survey. Respondents were not allowed to begin the survey until they entered the correct code. Next (QS0) respondents were asked what type of electronic device they were using to complete the survey. If they selected anything other than “Desktop Computer” or “Laptop Computer” then they were not allowed to continue. This ensured that respondents completed the survey on a device that had a screen large enough for them to easily view the images and make a proper assessment.

The next screening questions asked the sex of the respondent (QS1) and their age (QS2). Anyone that selected “Under 18” was not permitted to continue. The sex and age information was also used to validate that the person taking the survey was the same person who had originally enrolled with e-Rewards. Respondents whose answers were different from the information on file with e-Rewards were not allowed to continue.

The next screening question asked:

- QS3. Do you or any member of your family work for
- ☐ A company that makes or sells candy (Terminate)
 - ☐ A company that makes or sells automobiles
 - ☐ A company that makes or sells personal computers
 - ☐ A market research company (Terminate)
 - ☐ A law firm (Terminate)
 - ☐ None of the Above

The order of the response options was randomized ("None of the Above" was always last) to avoid any order bias. The purpose of this question was to eliminate respondents who might have a specialized knowledge of chocolate bars, market research surveys, or trademark law. If a respondent indicated that they or a family member worked in one of these three industries then they were eliminated from the survey.

The next screening question asked:

- QS4. Which of the following products have you purchased in the past 6 months? (*Select all that apply*)
- ☐ Chocolate candy bars
 - ☐ Chewing gum
 - ☐ Peanuts
 - ☐ Popcorn
 - ☐ Carbonated Soft Drinks
 - ☐ Donuts
 - ☐ Snack Cakes
 - ☐ None of the above (terminate)

This question was then followed up with a very similar question regarding their likely purchasing behavior in the future:

- QS5. Which of the following products are you likely to purchase in the next 6 months?
- ☐ Chocolate candy bars
 - ☐ Chewing gum
 - ☐ Peanuts
 - ☐ Popcorn
 - ☐ Carbonated Soft Drinks
 - ☐ Donuts
 - ☐ Snack Cakes
 - ☐ None of the above (terminate)

Again, the order of the list of items in each question was randomized to avoid any order bias. Only respondents who answered that they have purchased a chocolate candy bar in the past six months and that they are likely to purchase a chocolate candy bar in the next six months were allowed to continue.

The main survey began by showing a picture of either the four by three paneled chocolate bar or the three by one paneled chocolate bar (see Exhibit 1). The picture (Test or Control) was shown to each respondent for 10 seconds before they could continue on to the rest of the survey. The picture of the bar was visible to respondents throughout the rest of the survey.

After viewing the image for 10 seconds, respondents were asked:

Q1. Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?⁸ (*Select One*)

- ☐ One particular company
- ☐ More than one company
- ☐ No particular company (End of interview)
- ☐ Don't know/no opinion (End of Interview)

If they indicated they associated the design and appearance of the chocolate bar with either one particular company or more than one company, they continue with the survey. Otherwise, the survey was complete.

If they answered "One particular company", they were asked the opened ended question:

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

Respondents were given space to type in their answers and then in order to clarify their previous response they were asked (Q3), "Why do you say that?"

If a respondent indicated "More than one company" in Q1, they were asked the open ended question of:

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

This question was also followed up with a question that asks (Q5) "Why do you say that?"

⁸ To avoid an order bias, this question was asked in two different ways and rotated evenly among participants. In place of to the version seen above, respondents could have seen a version that read, "Do you associate the design and appearance of this chocolate candy bar with no particular company, one particular company, more than one company or do you not know or have no opinion?"

Once respondents had given their answers in either Q3 or Q5, the survey was complete.

Survey Data and Analysis

A total of 695 potential respondents visited the survey website on November 9 and 10, 2010 in response to the invitations sent by eRewards and 406 qualified for the survey. The detailed screening statistics are shown in Appendix E. Of the 406 interviews completed, two interviews were removed from the final data set based on the amount of time these respondents spent on specific substantive questions.⁹ The final data set consisted of 204 in the Test Group and 202 respondents in the Control Group.

Table 1 below shows the results of the tabulation of responses to questions Q1 and Q2.

	Test Group	Control Group
Total number of respondents	204	202
Associate design and appearance with one particular company	178	94
Identify "Hershey" as that company	171	84
% naming Hershey	83.8%	41.6%
Difference between test and control	42.2%	

Summary

It is my opinion that the four by three panel design has achieved secondary meaning and functions as a trademark for Hershey. An overwhelming majority of respondents identified the four by three panel design as coming from Hershey. After adjusting for guessing and other forms of noise, the level of association with a single source is consistent with levels that have been held to be probative of secondary meaning.



Robert L. Klein

⁹ In addition to the total elapsed time for the questionnaire, the amount of time spent on each individual question is also captured. There are many valid reasons why a survey may take an unusually long time to complete (interruptions due to phone call, family responsibilities, etc.) but a respondent who takes an inordinate amount of time on one of the substantive questions may have used their computer to search for a "right" answer. These respondents were excluded from the final analysis database.

Appendices

- A. Curriculum Vitae of Robert L. Klein
- B. Documents reviewed
- C. Survey invitation email sent to potential respondents
- D. Screenshots and text of questionnaire
- E. Response statistics
- F. Data glossary
- G. Data listing

Appendix A - Curriculum Vitae of Robert L. Klein

Business Address: Applied Marketing Science, Inc.
303 Wyman Street, Suite 205
Waltham, MA 02451
(781) 250-6301
fax: (781) 684-0075

E-mail: bklein@ams-inc.com

Home Address: 203 Windsor Road
Newton, MA 02468
(617) 965-0605

Education: MASSACHUSETTS INSTITUTE OF TECHNOLOGY, SLOAN SCHOOL
OF MANAGEMENT, Master of Science in Management, June 1968.
Teaching Assistantship 2nd year.

MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Bachelor of
Science in Mechanical Engineering, June 1966, Dean's List 4 terms.

Career Positions:
1989-present

APPLIED MARKETING SCIENCE, INC., Waltham, MA
Co-founder and President. AMS is a marketing research and consulting organization with offices in Waltham, MA. AMS helps clients in a broad range of product and service industries identify and use the Voice of the Customer to develop new products and services and understand customer behavior. Developed the VOCALYST® system of market research and analysis to efficiently collect and structure customer wants and needs. Serves as an expert witness in cases related to trademark infringement, confusion, patent damages, class certification, trade secrets, sales forecasting and others issues.

1985-1988

INFORMATION RESOURCES, INC., Waltham, MA
Executive Vice President. Founded and led the Custom Projects Group, a custom marketing science analysis and consulting organization emphasizing non-consumer packaged goods applications of management science models and measurement systems. Participated in the early development and popularization of Quality Function Deployment (QFD) in the United States and promoted its use through articles and speeches.

1970-1985

MANAGEMENT DECISION SYSTEMS, INC., Waltham, MA
Senior Vice President. Participated in the founding of this prestigious software and marketing science consulting firm. Held a variety of positions during its growth to a \$25M company including Chief Financial Officer, Head of Models Development Division, member of Executive and Compensation Committees, Head of various client service and consulting groups prior to its merger with Information Resources. Responsible for the development and commercialization of numerous marketing science models including ASSESSOR, BRANDAID II, CATALYST, Coupon Laboratory, and DEFENDER.

1968-1970	U.S. PUBLIC HEALTH SERVICE, National Institutes of Health, Division of Computer Research and Technology, Bethesda, MD, Commissioned Officer (rank equivalent to Army Capt.) Original member of a management science consulting group founded to apply these principles to the operations of the National Institutes of Health. Responsible for various projects in both the medical research area and the business and grants management area.
Publications: (Past 10 years)	<p>“How Much Is An Infringing Feature <i>Really</i> Worth,” <i>Intellectual Today</i>, October 2002</p> <p>“Good Data Drives Out Bad Cases,” <i>Intellectual Property Today</i>, May 2006</p> <p>“Dilution Through the Looking Glass: A Marketing Look at the Trademark Dilution Revision Act of 2005,” (with Joel H. Steckel, and Shelley Schussheim) <i>The Trademark Reporter</i>, Vol. 96, No. 3, May-June 2006</p> <p>“Expert Witnesses: When Are They Necessary and Does Daubert/Kumho Make a Difference?,” (with Leslie J. Lott and Jose Rojas) <i>IP Litigator</i>, March/April 2007</p>
Expert Witness (past 4 years)	<p>9 Squared, Inc. v. Moviso, LLC and Infospace, Inc. Civil Action No. 05-N-267 (PAC), District of CO Trademark Survey (2006 Report and deposition)</p> <p>Bay State Savings Bank v. Baystate Financial Services Case No. CIV.A.03-40273-NMG, C.D. of MA Trademark Confusion and Secondary Meaning (2006 Report and deposition)</p> <p>Albert v. Zabin, et al. Case No. 03-2830, Massachusetts Superior Court Sales Forecasting, (2006 Report)</p> <p>Commerce Insurance Co. v. Commerce Bancorp, et al. Case No. 06-10326-PBS, E.D. of MA Trademark Confusion and Secondary Meaning (2006 Report and 2007 deposition)</p> <p>Merisant Company v. McNeil Nutritionals, LLC and McNeil-PPC, Inc. Civil Action No. 04-CV-5504, ED of Pennsylvania False Advertising (2006 Report, deposition and testimony)</p> <p>Chanel Chambers, et al. v. Daimler Chrysler Corporation File No: 01 CVS 1555, Pitt County, North Carolina Superior Court Class Certification (2006 Report) Similarly: Teresa Palace, et al v. Daimler Chrysler Corporation</p>

Case No. 01 CH 13168, Cook County, Illinois County Department,
Chancery Division (2006 Report and 2007 deposition)

PPC Techs, Inc. v. Boxwave Corporation, et al.
Case NO. SACV05-622 CJC (Anx), C.D. of California, Santa Ana Branch
Trademark Confusion (2006 Report and deposition)

Urban Outfitters, Inc., et al. v. BCBG Max Azria Group, et al.
Civil Action No. 06-04003, E.D. of Pennsylvania
Trademark Confusion (2006 Report, deposition and testimony)

The Procter & Gamble Company v. Oli, LLC
TTAB Opposition No. 91168649, Cancellation No. 92046511
Trademark Confusion (2007 Report)

Solvay Pharma, Inc. and Altana Pharma AG v. Apotex Inc. and The
Minister of Health, Federal Court, Toronto, Canada, File No. T-427-06
Product Forecasting (2007 Report and testimony)

The Sugar Association v. McNeil Nutritionals, LLC and McNeil-PPC, Inc.
Case No. CV 04-10077 DSF (RZX), C.D. of California
False Advertising (2007 Report and deposition)

Educational Insights, Inc. v. SAS Group, Inc. et al.
Civil Action No.: 06 CV 13760 (RCC), S.D. of New York
Trademark Confusion (2007 Report)

SAS Group, Inc. et al. v. Faber-Castell USA, Inc.
Civil Action No.: 07-CV-00876-KMO, N.D. of Ohio
Trademark Confusion (2007 Report)

Solidworks Corporation v. Autodesk, Inc.
TTAB Opposition No. 91175197 (consolidated)
Secondary Meaning (2007 Report)

Eliminator Custom Boats et al. v. American Marine Holdings et al.
Case Number ED CV 06-15 VAP(Ex), C.D. of California
Trademark Confusion (2007 Report and deposition)

Board of Regents, University of Texas v. KST Electric, Ltd.
Civil Action No. A06CA950 LY, W.D. of Texas, Austin Division
Secondary Meaning (2007 Report and deposition)

National Pork Board et al v. Supreme Lobster and Seafood Company
TTAB Opposition No.91166701
Trademark dilution (2007 Report, deposition and testimony)

Capitol Federal Savings Bank v. Eastern Bank Corporation
Case No: 1:07-cv-11342-RCL, Massachusetts District Court
Trademark Confusion (2007 Report)

Hana Financial, Inc. v. Hana Bank and Hana Financial Group
Case No. CV-07-1534, C.D. of California, Los Angeles Division
Trademark Confusion (2007 Report and deposition)

ComponentOne, LLC v. ComponentArt, Inc. et al.
Civil Action Number: 05-1122, W. D. of Pennsylvania
Trademark Confusion (2007 Report and deposition)

PUMA AG v. Payless ShoeSource, Inc.
Civil Action No. 06-11493-RGS, Massachusetts District Court
Trademark Confusion (2008 Report)

Unleashed Magazine, Inc. v. Orange County, Florida
Case No. 6:06-CV-1690-ORL-28JGG, M.D. of Florida, Orlando Division
Trademark Confusion (2008 Report and deposition)

Kennedy et al. v. Natural Balance Pet Foods, Inc. et al.
Case No. 07 CV 1082 H(RBB), S. D. of California
Class Certification (2008 Report)

Rexall Sundown, Inc. v. Perrigo Company
Case No. 07 CV 3397, E.D. of New York
False Advertising (2008 Report, deposition and 2010 testimony)

In Re Pet Food Products Liability Litigation
Civil Action No. 07-2867, MLD Docket No. 1850, New Jersey
Class Action (2008 Declaration)

UnitedHealth Group, et al. v. American Multispecialty Group
American Arbitration Association, Case No. 57 193 Y 00004 08
Consumer Behavior Survey (2009 Report, deposition and testimony)

CytoSport, Inc. v. Vital Pharmaceuticals
Case No. 2:08-CV-02632-FCD-GGH, E.D. of California
Trademark confusion (2009 Report and deposition)

Makers Mark Distillery, Inc. v. Diageo North America, Inc. et al.
Civil Act. No. 3:03 CV-93-H, W.D. of Kentucky at Louisville
Trademark confusion (2009 Report, deposition and testimony)

Sara Lee v. Sycamore Family Bakery, Inc. and Leland Sycamore
Case No. 2:09-CV-523, Utah
Trademark confusion (2009 Report and deposition)

Holley Performance Products, Inc. v. Quick Fuel Technology, Inc. et al.
Docket No. 1:07-CV-185-M, W.D. of Kentucky
Trademark Confusion (2009 Report)

Sam's Riverside, Inc. v. Intercon Solutions, Inc. et al.
Civil Action No 09-20, S.D. of Iowa, Central Division
Trademark Confusion (2009 Report)

Philip Morris Products S.A. et al. v. Marlboro Canada Ltd et al.
Court No. 1784-06, Federal Court of Canada
Trademark Confusion (2009 Report and 2010 testimony)

Hansen Beverage Company v. Vital Pharmaceutical, Inc.
Civil No. 08cv1545 IEG (POR), S.D. of California
False Advertising (2010 Report and deposition)

Zurco, Inc. and Zurn Industries v. Sloan Valve Company
Civil Action No. 1:08-CV-185, W.D. of Pennsylvania
Trademark Confusion (2010 Report and deposition)

Perfetti Van Melle v. Cadbury Adams USA
Civil Action No. 2:10-CV-35-DLB, E.D. of Kentucky
Trademark Confusion (2010 Report and testimony)

Empire Today v. National Floors Direct et al.
Case No. 1:08-CV-11999-JLT, Massachusetts, Boston Division
False Advertising (2010 Report and testimony)

The Steak umm Company v. Steak 'Em Up, Inc
Civil Action 5:09-cv-02857-LS, E.D. of Pennsylvania
Trademark Confusion (2010 Report)

Schlesinger et al. v. Ticketmaster
Case No: BC 304565, Superior Court of CA, County of LA
False Advertising (2010 Report and deposition)

Professional: Member INFORMS, PDMA, INTA, CASRO, AAPOR
Certified New Product Development Professional

Appendix B – Documents Reviewed and Considered

Trademark application #77809223, filing date of August, 20, 2009

Robert H. Thornburg, *Trademark Surveys: Development of Computer-Based Survey Methods*, 4 J. Marshall Rev. Intell. Prop. L. 91 (2005)

Gabriel M. Gelb and Betsy D. Gelb, “Internet Surveys for Trademark Litigation: Ready or Not, Here They Come,” *The Trademark Reporter*, Vol. 97, No. 5, Sept-Oct, 2007, p. 1073

McCarthy, Thomas J., *McCarthy on Trademarks and Unfair Competition*, 4th Edition

Diamond, Shari Seidman, “Reference Guide on Survey Research,” *Reference Manual on Scientific Evidence, Second Edition*, Federal Judicial Center 2000

Appendix C—Survey Invitation

Subject line

Get Rewarded for Your Time - Study about Construction

Email body

Dear <%First%>,

Based on your e-Rewards(R) profile, you are invited to earn e-Rewards Currency for participating in a research survey. If you qualify and complete the survey:

Full reward amount: \$1.50 in e-Rewards Currency

Full survey length: approximately 5 minutes

To complete the survey and earn e-Rewards Currency, simply click the link below, or copy the URL into your browser:

<http://<%website%>/pro.do?FT=<%uniqueid%>>

We encourage you to respond quickly -- this e-Rewards invitation will be available only until a predetermined number of responses have been received. Please Note: you will only receive e-Rewards credit for taking the survey once.

Continue to check your inbox and your Member home page for future opportunities to earn e-Rewards Currency.

We value your time,

The e-Rewards Team

Appendix D – Text of Questionnaire and Screenshots

Questionnaire Text

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

Notes to respondent in italics

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

[“ARROW” BUTTON TAKES RESPONDENT TO QUESTION D1]

[TEXT FOR TERMINATES “Thank you for your interest in our study. We are no longer looking for people who match your characteristics. We appreciate your time.”]

[NEXT PAGE]

D1) Please enter the code exactly as in the image above, and then click "NEXT" to continue.

**** code is case sensitive ****

[NEXT PAGE]

D2) What type of electronic device are you using to complete this survey? (*Select one only*) **[RANDOMIZE LIST; OTHER MOBILE OR ELECTRONIC DEVICE SHOULD REMAIN LAST]**

- ☐ Desktop computer **[CONTINUE]**
- ☐ Laptop computer **[CONTINUE]**
- ☐ iPhone **[TERMINATE]**
- ☐ Blackberry **[TERMINATE]**
- ☐ Other mobile or electronic device **[TERMINATE]**

[NEXT PAGE]

QS1: Into which of the following categories does your age fall? (*Select one only*)

- ☐ Under 18 **[TERMINATE]**
- ☐ 18-34 **[CONTINUE]**
- ☐ 35-49 **[CONTINUE]**
- ☐ 50-64 **[CONTINUE]**
- ☐ 65+ **[CONTINUE]**

[NEXT PAGE]

QS2: Are you...? (*Select one only*)

- ☐ Male
- ☐ Female

[NEXT PAGE]

QS3: Do you or any member of your family work for... *(Select all that apply)* **[RANDOMIZE LIST; NONE OF THE ABOVE LAST]**

- ☐ A company that makes or sells candy **[TERMINATE]**
- ☐ A company that makes or sells automobiles
- ☐ A company that makes or sells personal computers
- ☐ A market research company **[TERMINATE]**
- ☐ A law firm **[TERMINATE]**
- ☐ None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS4: Which of the following products have you purchased in the past 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[RANDOMIZE LIST; NONE OF THE ABOVE LAST]

- ☐ Chocolate candy bars
- ☐ Chewing gum
- ☐ Peanuts
- ☐ Popcorn
- ☐ Carbonated soft drinks
- ☐ Donuts
- ☐ Snack cakes
- ☐ None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

QS5: Which of the following products are you likely to purchase in the next 6 months? *(Select all that apply)*
[MUST SELECT CHOCOLATE CANDY BARS IN BOTH QS4 AND QS5 TO CONTINUE]
[KEEP SAME ORDER AS IN QS4; NONE OF THE ABOVE LAST]

- ☐ Chocolate candy bars
- ☐ Chewing gum
- ☐ Peanuts
- ☐ Popcorn
- ☐ Carbonated soft drinks
- ☐ Donuts
- ☐ Snack cakes
- ☐ None of the above **[DESELECT ALL OTHERS]**

[NEXT PAGE]

Please look at this picture of a chocolate candy bar. When you are finished, click the "Next" button at the bottom of the page to continue. **[SHOW STIMULI TEST AND CONTROL]**

Test Stimulus



Control Stimulus



[10 SECONDS BEFORE NEXT BUTTON APPEARS]

[NEXT PAGE]

[DISPLAY STIMULU1 ABOVE QUESTIONS Q1 - Q5]

Q1. Do you associate the design and appearance of this chocolate candy bar with [one particular company, more than one company, no particular company] [no particular company, more than one company or one particular company] or do you not know or have no opinion? **[ROTATE THE TWO VERSIONS; KEEP ANSWERS ORDERED SAME AS THE QUESTION]** *(Select only one)*

- ☐ One particular company **[CONTINUE]**
- ☐ More than one company **[CONTINUE]**
- ☐ No particular company **[SKIP TO Q4]**
- ☐ Don't Know/No Opinion **[SKIP TO Q4]**

[NEXT PAGE]

Q2. With what particular company do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q3. Why do you say that?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[SKIP TO THANK YOU TEXT]

[NEXT PAGE]

Q4. With what companies do you associate the design and appearance of this chocolate candy bar?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

Q5. Why do you say that?

[OPEN END; ALLOW 1000 CHARACTERS]: _____
Please answer as completely as possible. You are not limited by the size of the answer box.

[NEXT PAGE]

[THANK YOU TEXT] Thank you for taking the time to complete this survey today.

Screenshots

Intro 1)

Food Shoppers Survey



Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

Your answers will be kept in confidence. The results of this study will not be used to try to sell you anything.

When you are ready to get started, please click the "NEXT" button.

[NEXT](#)

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0%  100%
% complete

CAPTCHA)

Food Shoppers Survey



Please enter the code exactly as in the image above, and then click "NEXT" to continue.

** code is case sensitive **

[NEXT](#)

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
% complete

QS0)

Food Shoppers Survey



What type of electronic device are you using to complete this survey?

(Select one only)

- ☐ Blackberry
- ☐ iPhone
- ☐ Desktop computer
- ☐ Laptop computer
- ☐ Other mobile or electronic device

NEXT

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0%  100%
% complete

QS1)

Food Shoppers Survey



Into which of the following categories does your age fall?

(Select one only)

- ☐ Under 18
- ☐ 18 - 34
- ☐ 35 - 49
- ☐ 50 - 64
- ☐ 65+

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
% complete

QS2)

Food Shoppers Survey



Are you...?

(Select one only)

- ☐ Male
☐ Female

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
% complete

QS3)

Consumer Purchasing Survey



Do you or any member of your family work for...

(Select all that apply)

- ☐ A company that makes or sells candy
☐ A company that makes or sells automobiles
☐ A company that makes or sells personal computers
☐ A law firm
☐ A market research company
☐ None of the Above

NEXT

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0%  100%
% complete

D-7

QS4)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.**Which of the following products have you purchased in the past 6 months?***(Select all that apply)*

- ☐ Chocolate candy bars
- ☐ Peanuts
- ☐ Donuts
- ☐ Popcorn
- ☐ Chewing gum
- ☐ Carbonated Soft Drinks
- ☐ Snack Cakes
- ☐ None of the Above

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
% complete

QS5)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.**Which of the following products are you likely to purchase in the next 6 months?***(Select all that apply)*

- ☐ Chocolate candy bars
- ☐ Peanuts
- ☐ Donuts
- ☐ Popcorn
- ☐ Chewing gum
- ☐ Carbonated Soft Drinks
- ☐ Snack Cakes
- ☐ None of the Above

NEXT

Copyright © 2010, Applied Marketing Science, Inc.

0%  100%
% complete

D-8

Intro 2 - Test)

Consumer Purchasing Survey



Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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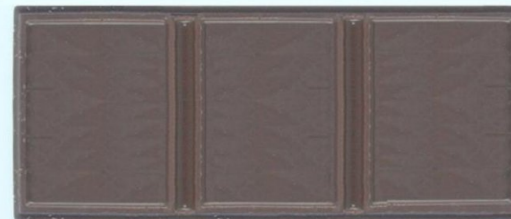
0% 100%
% complete

Intro 2 - Control)

Consumer Purchasing Survey



Please look at this picture of a chocolate candy bar. When you are finished click the "Next" button at the bottom of the page to continue.



NEXT

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0% 100%
% complete

D-9

Q1 – Test)

Consumer Purchasing Survey



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- ☐ One particular company
- ☐ More than one company
- ☐ No particular company
- ☐ Don't Know/No Opinion

NEXT**Q1 – Control)**

Consumer Purchasing Survey



Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company or do you not know or have no opinion?

(Select one only)

- ☐ One particular company
- ☐ More than one company
- ☐ No particular company
- ☐ Don't Know/No Opinion

NEXT

Q2 – Test)

Consumer Purchasing Survey



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT**Q2 – Control)**

Consumer Purchasing Survey



With what company do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

D-11

Q3 – Test)

Consumer Purchasing Survey



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q3 - Control)

Consumer Purchasing Survey



Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

D-12

Q4 - Test)

Consumer Purchasing Survey

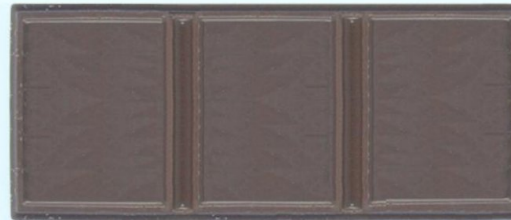


With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT**Q4 - Control)**

Consumer Purchasing Survey



With what companies do you associate the design and appearance of this chocolate candy bar?

(Please answer as completely as possible. You are not limited by the size of the answer box.)

NEXT

Q5 - Test)

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)**NEXT****Q5 – Control)**

Consumer Purchasing Survey

Applied
Marketing
Science, Inc.

Why do you say that?

(Please answer as completely as possible. You are not limited by the size of the answer box.)**NEXT**

Appendix E - Response Statistics

(A) Invitations sent	16,784
(B) Completed surveys	408
(C) Disqualified	284
<i>Terminates</i>	<i>241</i>
<i>Failed Gender and/or Age Validation</i>	<i>43</i>
(D) Incomplete/Breakoffs	3
(E) Total responding	695
Qualification Rate = (E-C)/(E)	59.1%
Completion Rate = (B)/(B+D)	99.2%
Response Rate = (E)/(A)	4.1%

Appendix F – Data Glossary

Variable	Description	Code
ID	Survey ID	
AMS ID	AMS ID	
QS0	Electronic Device Used to Take Survey	1= Desktop computer, 2= Laptop computer, 3= iPhone, 4= Blackberry, 5=Other mobile or electronic device
QS1	Age	1= Under 18, 2=18-34, 3= 35-49, 4= 50-64, 5= 65+
QS2	Gender	1=Male, 2=Female
QS3_1	Do you or a family member work for any of the following:	1=A company that sells candy
QS3_2	Do you or a family member work for any of the following:	1=A company that makes or sells automobiles
QS3_3	Do you or a family member work for any of the following:	1=A company that makes or sells personal computers
QS3_4	Do you or a family member work for any of the following:	1=A market research company
QS3_5	Do you or a family member work for any of the following:	1=A law firm
QS3_6	Do you or a family member work for any of the following:	1=None of the above
QS4_1	Which of the following have you purchased in the last six months:	1=Chocolate candy bars
QS4_2	Which of the following have you purchased in the last six months:	1=Chewing gum
QS4_3	Which of the following have you purchased in the last six months:	1=Peanuts
QS4_4	Which of the following have you purchased in the last six months:	1=Popcorn
QS4_5	Which of the following have you purchased in the last six months:	1=Carbonated soft drinks
QS4_6	Which of the following have you purchased in the last six months:	1=Donuts
QS4_7	Which of the following have you purchased in the last six months:	1=Snack cakes
QS4_8	Which of the following have you purchased in the last six months:	1=None of the above
QS5_1	Which of the following are you likely to purchase in the next six months:	1=Chocolate candy bars
QS5_2	Which of the following are you likely to purchase in the next six months:	1=Chewing gum
QS5_3	Which of the following are you likely to purchase in the next six months:	1=Peanuts
QS5_4	Which of the following are you likely to purchase in the next six months:	1=Popcorn
QS5_5	Which of the following are you likely to purchase in the next six months:	1=Carbonated soft drinks
QS5_6	Which of the following are you likely to purchase in the next six months:	1=Donuts

QS5_7	Which of the following are you likely to purchase in the next six months:	1=Snack cakes
QS5_8	Which of the following are you likely to purchase in the next six months:	1=None of the above
Q1	Do you associate the design and appearance of this chocolate candy bar with one particular company, more than one company, no particular company?	1=One particular company, 2=More than one company 3=No one particular company 4=Don't Know/No opinion
Hershey's Only	People who only indicated that they associated the stimulus with Hershey's	1=Hershey's Only 2=Not Hershey's/More than just Hershey's
Q2	With what particular company do you associate the design and appearance of this chocolate candy bar?	
Q3	Why do you say that?	
Q4	With what companies do you associate the design and appearance of this chocolate candy bar?	
Q5	Why do you say that?	
Img2Ver	Test or Control Image Shown	T= Test C=Control
VAge	Age Verification	
vGender	Gender Verification	
Status	Survey Status	
StartDate	Date Survey Was Taken	
StartTime	Start Time	
End Time	End Time	
Elapsed Time	Time it took to complete the survey	
NextURL	URL shown after survey was finished	

Consumer Purchasing Survey Report: Survey Data created on 11/9/2010 at 10:52:35 PM

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
21	ERCQSM4WNDUR0	1	5	2															
22	ERCQSM4WNDTF5	1	3	2						1	1	1	1	1	1	1	1		
23	ERCQSM4WNDU66	2	4	2						1	1		1	1	1	1	1		
24	ERCQSM4WNDHE9	2	4	1						1				1	1	1	1		1
25	ERCQSM4WNDI84	1	4	1						1		1	1	1			1		
26	ERCQSM4WND501	2	3	1															
27	ERCQSM4WNDN63	2	2	2						1	1	1	1	1	1	1	1		1
28	ERCQSM4WNDMM8	2	3	2															
29	ERCQSM4WNDUM0	1	3	2						1	1	1	1	1	1	1			1
30	ERCQSM4WNDTX9	2	2	2						1	1	1			1	1			1
31	ERCQSM4WNDRP7	2	2	2						1	1	1			1				1
32	ERCQSM4WNDUS8	2	5	2															
33	ERCQSM4WNDN55	2	2	2						1	1	1		1	1				1
34	ERCQSM4WNDIL4	1	3	1						1	1		1	1	1	1			1
35	ERCQSM4WNDTN9	2	4	2						1	1	1	1		1				1
36	ERCQSM4WNDJQ3	1	5	1															
37	ERCQSM4WNDTB3	2	2	2						1	1	1		1		1	1		1
38	ERCQSM4WNDJ59	1	5	1															
39	ERCQSM4WNDH93	2	5	1															
42	ERCQSM4WNFUF0	1	2	2						1	1	1	1	1	1	1			1
43	ERCQSM4WNDVB1	2	2	2						1	1			1	1	1	1		1
44	ERCQSM4WNDVU3	1	4	2						1	1	1		1	1				1
45	ERCQSM4WNG3U3	1	2	2						1	1	1			1		1		1

Con

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
21											
22	1		1	1	1	1					
23			1	1	1	1					
24			1	1	1						
25	1	1	1								
26											
27	1	1	1	1	1	1		2	2		
28											
29	1	1	1	1	1	1		1	1	HERSHEYS	THIS IS WHAT THEIR BARS LOOK LIKE
30	1			1				4	2		
31	1			1	1			1	1	HERSHEY'S	I've eaten many... it's a Hershey's bar without the name "Hershey's" in each
32											
33	1		1	1				3	2		
34		1	1	1	1	1		1	1	Hershes	Used to seeing.
35	1			1				1	1	Hersheys	it looks like the hershey's chocolate bar you use in making smores
36											
37	1		1	1	1	1		1	1	Hershey	Little blocks of chocolate
38											
39											
42	1			1				3	2		
43			1			1		1	1	Hersheys	It looks like a Hershey's chocolate bar, I've eaten enough to recognize the distinct shape even with the name photoshopped off.
44	1		1	1				1	1	Hersey	Because I recognize the design
45	1			1				1	1	HERSHEY	LOOK

G-2

Con

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
21				DP8W7V7GS Y31	68	F	TERM-UserInfo	11/8/2010	7:13:19 PM
22				DP8W7V7DS P58	36	F	TERM-Qs5	11/8/2010	7:17:53 PM
23				DP8W7V7FW SB9	64	F	TERM-Qs5	11/8/2010	7:31:52 PM
24				DP8W7V5262 D0	56	M	TERM-Qs5	11/8/2010	7:40:41 PM
25				DP8W7V53D Q26	59	M	TERM-Qs5	11/8/2010	7:43:05 PM
26				DP8W7V7BQ Z71	50	F	TERM-UserInfo	11/8/2010	7:56:24 PM
27	HERSHE'S, Wonka, Nestle, Dave	I usually eat those company's chocolate bar.	C	DP8W7V76CZ V8	32	F	COMPLETE	11/8/2010	8:10:59 PM
28				DP8W7V59W SQ7	34	M	TERM-UserInfo	11/8/2010	8:21:31 PM
29			T	DP8W7V7GL ZM1	48	F	COMPLETE	11/8/2010	8:28:21 PM
30			C	DP8W7V7FKJ X2	31	F	COMPLETE	11/8/2010	8:33:39 PM
31			T	DP8W7V7B8 XT4	34	F	COMPLETE	11/8/2010	8:37:19 PM
32				DP8W7V7GV SK3	70	F	TERM-UserInfo	11/8/2010	9:23:22 PM
33			C	DP8W7V789V D7	29	F	COMPLETE	11/8/2010	10:30:46 PM
34			T	DP8W7V53X8 D7	38	M	COMPLETE	11/9/2010	1:37:50 AM
35			C	DP8W7V7F57 Z9	55	F	COMPLETE	11/9/2010	7:56:18 AM
36				DP8W7V55LA F0	72	M	TERM-UserInfo	11/9/2010	7:56:45 AM
37			T	DP8W7V7DM X60	32	F	COMPLETE	11/9/2010	8:27:29 AM
38				DP8W7V54Q Y54	68	M	TERM-UserInfo	11/9/2010	8:52:45 AM
39				DP8W7V4Z1J W3	72	M	TERM-UserInfo	11/9/2010	9:01:52 AM
42			C	DP8W95GFBP H0	27	F	COMPLETE	11/9/2010	11:22:43 AM
43			C	DP8W95FVN HH0	31	F	COMPLETE	11/9/2010	11:22:48 AM
44			T	DP8W95FWG 3S3	59	F	COMPLETE	11/9/2010	11:23:17 AM
45			T	DP8W95H27 B20	24	F	COMPLETE	11/9/2010	11:25:19 AM

Con

ID	EndTime	Elapsed Time	NextURL
21	7:13:36 PM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WNDUR0
22	7:18:33 PM	0:00:40	process_exit.asp?cat=t&id=ERCQSM4WNDTF5
23	7:33:39 PM	0:01:47	process_exit.asp?cat=t&id=ERCQSM4WNDU66
24	7:41:26 PM	0:00:45	process_exit.asp?cat=t&id=ERCQSM4WNDHE9
25	7:44:07 PM	0:01:02	process_exit.asp?cat=t&id=ERCQSM4WNDI84
26	7:56:44 PM	0:00:20	process_exit.asp?cat=t&id=ERCQSM4WND501
27	8:21:24 PM	0:10:25	process_exit.asp?cat=c&id=ERCQSM4WNDN63
28	8:21:49 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNDMM8
29	8:30:35 PM	0:02:14	process_exit.asp?cat=c&id=ERCQSM4WNDUM0
30	8:35:23 PM	0:01:44	process_exit.asp?cat=c&id=ERCQSM4WNDTX9
31	8:39:22 PM	0:02:03	process_exit.asp?cat=c&id=ERCQSM4WNDRP7
32	9:23:39 PM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WNDUS8
33	10:31:41 PM	0:00:55	process_exit.asp?cat=c&id=ERCQSM4WNDN55
34	1:39:32 AM	0:01:42	process_exit.asp?cat=c&id=ERCQSM4WNDIL4
35	7:59:28 AM	0:03:10	process_exit.asp?cat=c&id=ERCQSM4WNDTN9
36	7:57:03 AM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNDJQ3
37	8:28:51 AM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WNDTB3
38	8:53:04 AM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNDJ59
39	9:02:17 AM	0:00:25	process_exit.asp?cat=t&id=ERCQSM4WNDH93
42	11:23:55 AM	0:01:12	process_exit.asp?cat=c&id=ERCQSM4WNFUF0
43	11:24:57 AM	0:02:09	process_exit.asp?cat=c&id=ERCQSM4WNDVB1
44	11:25:33 AM	0:02:16	process_exit.asp?cat=c&id=ERCQSM4WNDVU3
45	11:27:30 AM	0:02:11	process_exit.asp?cat=c&id=ERCQSM4WNG3U3

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
46	ERCQSM4WNG6Z0	3																	
47	ERCQSM4WNETF3	1	4	2						1	1		1	1	1		1		1
48	ERCQSM4WDX71	1	5	2						1	1		1		1				1
49	ERCQSM4WNG434	2	4	2						1	1		1	1	1	1	1		1
50	ERCQSM4WNG6O2	2	2	2						1	1	1	1		1				
51	ERCQSM4WNE58	1	3	2						1		1			1		1		1
52	ERCQSM4WNG456	1	2	2					1										
53	ERCQSM4WNGQH8	2	4	2															
54	ERCQSM4WNETM9	1	2	2						1	1	1	1	1	1	1	1		1
55	ERCQSM4WNH231	1	4	1															
56	ERCQSM4WNJEN2	1	5	2															
57	ERCQSM4WNH6W4	3																	
58	ERCQSM4WNFVG7	1	3	2				1											
59	ERCQSM4WNEU07	1	4	2						1	1	1			1		1		1
60	ERCQSM4WNIFF9	2	2	1						1	1	1	1	1	1	1	1		1
61	ERCQSM4WNG4G0	1	2	2						1	1		1	1	1	1	1		1
62	ERCQSM4WNEUH8	5																	
63	ERCQSM4WNH1K3	2	3	1						1	1	1		1	1	1			1
64	ERCQSM4WNEFZ7	2	3	2						1	1	1		1	1	1			1
65	ERCQSM4WNDVJ5	2	4	2															
66	ERCQSM4WNILT5	1	5	1					1										
67	ERCQSM4WNH702	2	2	1						1	1	1	1	1	1	1			1
68	ERCQSM4WNEPE9	2	2	2						1	1	1	1	1	1	1	1		1
69	ERCQSM4WNDVM9	1	3	2						1	1			1		1			1
70	ERCQSM4WNIDX5	2	2	1						1	1	1	1	1	1	1	1		1

G-5

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
46											
47		1	1	1	1	1		3		2	
48		1		1				3		2	
49		1	1	1	1	1		1	1	Hershey's	because Hershey bars are usually segmented like that
50	1	1		1							
51	1	1	1	1	1	1					
52											
53											
54	1	1	1	1	1	1		1	2	Nestle	b/c of the way it looks
55											
56											
57											
58											
59	1			1		1		4	2		
60	1	1	1	1	1	1		1	1	Hershey's	Their chocolate bars have this shape
61	1	1	1	1	1	1		2	2		
62											
63	1		1	1	1			3	2		
64	1		1	1	1			1	1	Hersheys dark chocolate	The rectangle pattern
65											
66											
67	1	1		1	1			1	2	nestle	looks like it
68	1	1	1	1	1	1		3	2		
69			1					1	1	hersey	their design
70	1	1	1	1	1	1		1	1	Hersheys	usually their chocolate product is bits size to share with others!

G-6

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
46				DP8W95HCH ZW0	64	F	TERM-Qs0	11/9/2010	11:27:30 AM
47			C	DP8W95G7N NQ6	50	F	COMPLETE	11/9/2010	11:28:43 AM
48			C	DP8W95H3C Q8	67	F	COMPLETE	11/9/2010	11:28:53 AM
49			T	DP8W95H98 RC5	59	F	COMPLETE	11/9/2010	11:29:26 AM
50				DP8W95H8K W71	30	F	TERM-Qs5	11/9/2010	11:31:19 AM
51				DP8W95G6Q BH1	38	F	TERM-Qs5	11/9/2010	11:31:55 AM
52				DP8W95H34 GQ8	22	F	TERM-Qs3	11/9/2010	11:31:55 AM
53				DP8W95H8B TM2	72	F	TERM-UserInfo	11/9/2010	11:34:25 AM
54			T	DP8W95G7X Z68	31	F	COMPLETE	11/9/2010	11:37:09 AM
55				DP8W96FDR PL3	65	M	TERM-UserInfo	11/9/2010	11:37:11 AM
56				DP8W96H14 RX4	65	M	TERM-UserInfo	11/9/2010	11:39:38 AM
57				DP8W96FJX3 42	33	M	TERM-Qs0	11/9/2010	11:40:17 AM
58				DP8W95GQS J34	36	F	TERM-Qs3	11/9/2010	11:43:17 AM
59			C	DP8W95G6J MZ6	57	F	COMPLETE	11/9/2010	11:46:43 AM
60			T	DP8W96GQ2 KP0	33	M	COMPLETE	11/9/2010	11:47:18 AM
61	HERSHEY, WONKA	THE SQUARES	C	DP8W95H3Z MF7	29	F	COMPLETE	11/9/2010	11:50:31 AM
62				DP8W95G97 VB2	41	F	TERM-Qs0	11/9/2010	11:54:04 AM
63			C	DP8W96FBJ 55	39	M	COMPLETE	11/9/2010	11:55:23 AM
64			T	DP8W95FZM TW6	43	F	COMPLETE	11/9/2010	11:56:16 AM
65				DP8W95FVZ F4	65	F	TERM-UserInfo	11/9/2010	11:56:52 AM
66				DP8W96HKL D5	66	M	TERM-Qs3	11/9/2010	11:59:10 AM
67			C	DP8W96FK8 MZ3	29	M	COMPLETE	11/9/2010	12:01:11 PM
68			C	DP8W95FZQ7 W8	23	F	COMPLETE	11/9/2010	12:01:13 PM
69			T	DP8W95FW4 KV1	40	F	COMPLETE	11/9/2010	12:01:52 PM
70			T	DP8W96GJSC G6	22	M	COMPLETE	11/9/2010	12:02:46 PM

ID	EndTime	Elapsed Time	NextURL
46	11:28:01 AM	0:00:31	process_exit.asp?cat=t&id=ERCQSM4WNG6Z0
47	11:29:52 AM	0:01:09	process_exit.asp?cat=c&id=ERCQSM4WNETF3
48	11:30:13 AM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4WNDX71
49	11:31:03 AM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4WNG434
50	11:32:09 AM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WNG6O2
51	11:32:39 AM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WNESS8
52	11:32:17 AM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNG456
53	11:34:46 AM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WNGQH8
54	11:38:31 AM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WNETM9
55	11:37:23 AM	0:00:12	process_exit.asp?cat=t&id=ERCQSM4WNH231
56	11:39:57 AM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNJEN2
57	11:40:46 AM	0:00:29	process_exit.asp?cat=t&id=ERCQSM4WNH6W4
58	11:43:34 AM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WNFVG7
59	11:47:43 AM	0:01:00	process_exit.asp?cat=c&id=ERCQSM4WNEU07
60	11:48:57 AM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WNIFP9
61	11:51:55 AM	0:01:24	process_exit.asp?cat=c&id=ERCQSM4WNG4G0
62	11:54:14 AM	0:00:10	process_exit.asp?cat=t&id=ERCQSM4WNEUH8
63	12:31:47 PM	0:36:24	process_exit.asp?cat=c&id=ERCQSM4WNH1K3
64	11:57:42 AM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNEFZ7
65	11:57:09 AM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WNDVJ5
66	12:00:13 PM	0:01:03	process_exit.asp?cat=t&id=ERCQSM4WNILT5
67	12:02:33 PM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WNH702
68	12:02:04 PM	0:00:51	process_exit.asp?cat=c&id=ERCQSM4WNEPE9
69	12:03:13 PM	0:01:21	process_exit.asp?cat=c&id=ERCQSM4WNDVM9
70	12:06:06 PM	0:03:20	process_exit.asp?cat=c&id=ERCQSM4WNIDX5

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
71	ERCQSM4WNH298	1	4	1						1	1		1	1	1	1			1
72	ERCQSM4WNII35	1	2	1						1	1	1	1		1	1	1		1
73	ERCQSM4WNFUN4	1	4	2						1	1	1	1	1	1	1	1		1
74	ERCQSM4WNH4W6	2	2	1						1	1			1	1	1			1
75	ERCQSM4WNI7W1	2	5	1						1			1	1	1				
76	ERCQSM4WNG4M8	3																	
77	ERCQSM4WNDVZ3	2	4	2															
78	ERCQSM4WNFXJ9	1	2	2						1		1			1				1
79	ERCQSM4WNGR14	1	3	1						1								1	
80	ERCQSM4WNDRY9	2	2	2						1								1	
81	ERCQSM4WNG6X4	1	3	2						1	1	1	1	1	1	1	1		1
82	ERCQSM4WNGQW8	2	4	2						1	1	1	1	1	1	1	1		1
83	ERCQSM4WNFVI3	1	2	2	1														
84	ERCQSM4WNDMG0	1	4	1						1	1	1	1	1	1		1		
85	ERCQSM4WNDUX8	1	4	2						1	1		1	1	1				1
86	ERCQSM4WNFWV6	2	5	2						1	1		1	1	1				1
87	ERCQSM4WNGRB9	2	5	1						1	1	1	1		1				1
88	ERCQSM4WNG662	2	2	2						1	1						1		1
89	ERCQSM4WNG5L9	1	3	2						1	1	1	1		1				1
90	ERCQSM4WNEB2	1	4	2						1	1		1	1	1	1	1		1
91	ERCQSM4WNG5I5	1	4	2						1		1	1		1				
92	ERCQSM4WNEFQ5	1	4	2						1	1	1	1	1	1	1			1
93	ERCQSM4WNDHI1	1	5	1						1			1	1					
94	ERCQSM4WNH934	2	3	1						1	1		1	1	1	1	1		1
95	ERCQSM4WNFQJ6	2	2	2						1	1	1		1	1	1			1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
71		1	1	1				2			
72	1	1		1	1	1		1	1	Hersheys	it is what they look like
73	1	1	1	1	1	1		3	2		
74	1	1	1	1	1	1		3	2		
75		1		1							
76											
77											
78	1			1							
79							1				
80							1				
81	1	1	1	1	1	1		3	2		
82	1		1	1				1	1	Hershey's	I believe by the shape that it is a Hershey bar however it could be Cadbury, too.
83											
84	1		1	1							
85	1	1	1	1	1			1	1	Hershey	It looks like a Hershey chocolate bar
86		1	1	1				1	1	Hershey's	Hershey's makes sectioned bars
87	1	1						2	2		
88						1		2	2		
89	1	1	1	1				1	1	hershey	it looks like a hershey bar without the writing
90	1	1	1	1	1	1		1	1	Hersheys	It's scored like a Hershey's candy bar.
91	1	1		1							
92	1	1	1	1				1	1	hershey	looks like the big Hershey bar I have.
93		1	1								
94		1	1	1	1	1		3	2		
95	1			1	1			1	1	Hershey	it looks exactly like their chocolate bars, design and size

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
71	Lindt Cadbury Hershey Nestle Gmrauem Scharfenburger	Most chocolate bars are in this shape	T	DP8W96PDTT G0	56	M	COMPLETE	11/9/2010	12:04:19 PM
72			T	DP8W96GT59 S8	32	M	COMPLETE	11/9/2010	12:04:20 PM
73			C	DP8W95GPN 7D0	58	F	COMPLETE	11/9/2010	12:05:40 PM
74			C	DP8W96FSS GS1	24	M	COMPLETE	11/9/2010	12:05:51 PM
75				DP8W96G7JL K7	68	M	TERM-Qs5	11/9/2010	12:06:17 PM
76				DP8W95H4H W80	32	F	TERM-Qs0	11/9/2010	12:09:52 PM
77				DP8W95FWN 284	34	F	TERM-UserInfo	11/9/2010	12:11:09 PM
78				DP8W95G1W W71	32	F	TERM-Qs5	11/9/2010	12:13:10 PM
79				DP8W96F4S5 78	39	M	TERM-Qs5	11/9/2010	12:15:37 PM
80				DP8W7V7BM N88	32	F	TERM-Qs5	11/9/2010	12:19:13 PM
81			C	DP8W95HCB 9Y1	45	F	COMPLETE	11/9/2010	12:23:05 PM
82			T	DP8W95HJM W61	62	F	COMPLETE	11/9/2010	12:24:23 PM
83				DP8W95GQV W35	33	F	TERM-Qs3	11/9/2010	12:26:24 PM
84				DP8W7V39N NS6	60	M	TERM-Qs5	11/9/2010	12:28:20 PM
85			T	DP8W95FV31 N1	64	F	COMPLETE	11/9/2010	12:37:08 PM
86			C	DP8W95GSW 5Z7	70	F	COMPLETE	11/9/2010	12:40:29 PM
87	Cadbury,Nestle	I know the type of bar it's one of the new chocolate bar companies that makes chocolate in this type of square with thin borders	C	DP8W96FSL WX0	70	M	COMPLETE	11/9/2010	12:40:54 PM
88	Hershey's		C	DP8W95H943 Q3	28	F	COMPLETE	11/9/2010	12:42:27 PM
89			T	DP8W95H7D 598	45	F	COMPLETE	11/9/2010	12:42:33 PM
90			T	DP8W95G624 73	58	F	COMPLETE	11/9/2010	12:43:53 PM
91				DP8W95H74 ZD1	52	F	TERM-Qs5	11/9/2010	12:49:00 PM
92			T	DP8W95FZ95 J4	56	F	COMPLETE	11/9/2010	12:50:16 PM
93				DP8W7V32B SB6	71	M	TERM-Qs5	11/9/2010	12:54:51 PM
94			C	DP8W96FF7Z 93	45	M	COMPLETE	11/9/2010	12:55:44 PM
95			T	DP8W95GHJZ L4	32	F	COMPLETE	11/9/2010	12:57:58 PM

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ID	EndTime	Elapsed Time	NextURL
71	12:06:39 PM	0:02:20	process_exit.asp?cat=c&id=ERCQSM4WNH298
72	12:05:33 PM	0:01:13	process_exit.asp?cat=c&id=ERCQSM4WNII35
73	12:07:28 PM	0:01:48	process_exit.asp?cat=c&id=ERCQSM4WNFUN4
74	12:07:51 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WNH4W6
75	12:07:52 PM	0:01:35	process_exit.asp?cat=t&id=ERCQSM4WNI7W1
76	12:10:03 PM	0:00:11	process_exit.asp?cat=t&id=ERCQSM4WNG4M8
77	12:11:21 PM	0:00:12	process_exit.asp?cat=t&id=ERCQSM4WNDVZ3
78	12:13:49 PM	0:00:39	process_exit.asp?cat=t&id=ERCQSM4WNFXJ9
79	12:15:57 PM	0:00:20	process_exit.asp?cat=t&id=ERCQSM4WNGR14
80	12:19:45 PM	0:00:32	process_exit.asp?cat=t&id=ERCQSM4WNDRY9
81	12:24:10 PM	0:01:05	process_exit.asp?cat=c&id=ERCQSM4WNG6X4
82	12:27:25 PM	0:03:02	process_exit.asp?cat=c&id=ERCQSM4WNGQW8
83	12:26:53 PM	0:00:29	process_exit.asp?cat=t&id=ERCQSM4WNV13
84	12:29:26 PM	0:01:06	process_exit.asp?cat=t&id=ERCQSM4WNDMG0
85	12:38:42 PM	0:01:34	process_exit.asp?cat=c&id=ERCQSM4WNDUX8
86	12:43:09 PM	0:02:40	process_exit.asp?cat=c&id=ERCQSM4WNFWV6
87	12:43:31 PM	0:02:37	process_exit.asp?cat=c&id=ERCQSM4WNGRB9
88	12:44:35 PM	0:02:08	process_exit.asp?cat=c&id=ERCQSM4WNG662
89	12:44:22 PM	0:01:49	process_exit.asp?cat=c&id=ERCQSM4WNG5L9
90	12:45:21 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WNESB2
91	12:49:50 PM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WNG5I5
92	12:52:51 PM	0:02:35	process_exit.asp?cat=c&id=ERCQSM4WNEFQ5
93	12:56:09 PM	0:01:18	process_exit.asp?cat=t&id=ERCQSM4WNDHI1
94	12:56:56 PM	0:01:12	process_exit.asp?cat=c&id=ERCQSM4WNH934
95	12:59:49 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4WNFQJ6

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
96	ERCQSM4WNH769	2	3	1						1	1			1	1		1		1
97	ERCQSM4WNIKT6	1	4	1						1	1				1	1	1		1
98	ERCQSM4WNGQ16	1	3	2						1	1	1	1	1	1	1	1	1	1
99	ERCQSM4WNIIFR5	1	5	1						1	1	1	1	1	1	1	1	1	1
100	ERCQSM4WNH0N8	1	4	1						1	1	1	1	1	1	1			
101	ERCQSM4WNDM04	3																	
102	ERCQSM4WNG7P9	1	2	2						1	1	1	1	1	1	1	1	1	1
103	ERCQSM4WNH652	1	5	1						1	1			1		1			1
104	ERCQSM4WNDVS7	2	3	2															
105	ERCQSM4WNG654	1	3	2						1	1	1	1	1	1	1	1	1	1
106	ERCQSM4WNIIF01	1	4	1						1	1				1	1	1		1
107	ERCQSM4WNVFP9	2	3	2						1	1	1	1	1	1	1	1	1	1
108	ERCQSM4WNEXS3	2	5	2						1	1			1	1	1			1
109	ERCQSM4WNETY5	2	3	2						1	1								1
110	ERCQSM4WNDVG1	1	4	2						1	1				1				1
111	ERCQSM4WNE5X8	1	5	2						1	1				1				1
112	ERCQSM4WNI8D8	1	4	1						1		1	1		1				
113	ERCQSM4WNH124	2	3	1						1	1	1	1	1	1				1
114	ERCQSM4WNDUE6	1	3	2						1	1	1		1	1				1
115	ERCQSM4WNFTO3	1	4	2					1										
116	ERCQSM4WNGQN6	2	2	2					1										
117	ERCQSM4WNGQX6	2	2	2						1	1	1	1	1	1	1			1
118	ERCQSM4WNG3Y5	2	2	2						1	1	1	1	1	1	1	1		1
119	ERCQSM4WNJF51	1	3	1						1	1	1	1	1	1	1			1
120	ERCQSM4WNH256	1	5	1						1		1			1		1		

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
96			1	1	1	1		1	1	hershly	that's what it looks like
97	1			1	1	1		3	2		
98	1	1	1					1	1	Hershey's	looks like what I am used to seeing
99	1	1	1	1	1	1	1	1	1	HERSHEY	FIRST NAME THAT CAME TO MIND.
100	1	1	1	1							
101											
102	1	1	1	1	1	1	1	1	1	Hershey's	Hershey chocolate bars are pre-divided for you
103		1		1	1			1	1	Hersheys	It looks like a milk chocolate Hershey's without the emblems. It's been the design for years.
104											
105	1	1	1	1	1	1	1	1	1	Hershey	Because of the sections in the candy bar
106				1	1	1		1	1	Hershey	because I break the bar into the small squares
107	1	1	1	1	1			1	1	Hersheys	It is one of our fannies favorite candy bars. It makes great smores!
108	1	1	1					3	2		
109								1	2	milkyway	delicious
110								1	1	HERSHEY	bECASUE IT IS
111	1	1		1				1	1	Hershey's	the appearance of the bar, divided into 4 rectangular sections
112	1	1		1							
113		1		1				3	2		
114	1	1	1	1				1	1	Hershey's	Sectioned pieces
115											
116											
117	1	1	1	1	1			1	1	Hershey's	It looks like a Hershey' bar.
118	1	1	1	1	1	1		1	1	Hershey's	regular Hershey's bars are broken into small squares like these
119	1	1	1	1	1	1	1	1	1	herschey	Because of the rectangle shape.
120				1							

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
96			C	DP8W96FKQ WT5	38	M	COMPLETE	11/9/2010	12:58:24 PM
97			C	DP8W96H8C 523	54	M	COMPLETE	11/9/2010	1:00:47 PM
98			T	DP8W95HHR 7L6	35	F	COMPLETE	11/9/2010	1:02:41 PM
99			T	DP8W96GQ7 BM4	71	M	COMPLETE	11/9/2010	1:02:55 PM
100				DP8W96F8C H8	58	M	TERM-Qs5	11/9/2010	1:03:29 PM
101				DP8W7V77LW 33	54	F	TERM-Qs0	11/9/2010	1:04:48 PM
102			C	DP8W95HRL W75	31	F	COMPLETE	11/9/2010	1:24:09 PM
103			T	DP8W96FGR4 C7	70	M	COMPLETE	11/9/2010	1:28:14 PM
104				DP8W95FWC PS1	66	F	TERM-UserInfo	11/9/2010	1:28:38 PM
105			C	DP8W95H8ZP Q7	42	F	COMPLETE	11/9/2010	1:31:18 PM
106			T	DP8W96GPT8 Q2	64	M	COMPLETE	11/9/2010	1:35:32 PM
107			T	DP8W95GR6 7H8	44	F	COMPLETE	11/9/2010	1:35:32 PM
108			C	DP8W95GR62 87	74	F	COMPLETE	11/9/2010	1:41:28 PM
109			C	DP8W95GG6 924	42	F	COMPLETE	11/9/2010	1:46:29 PM
110			T	DP8W95FVVI X4	61	F	COMPLETE	11/9/2010	1:51:17 PM
111			C	DP8W95GGX 8X6	65	F	COMPLETE	11/9/2010	1:54:07 PM
112				DP8W96G8L 74	57	M	TERM-Qs5	11/9/2010	1:58:42 PM
113			T	DP8W96F9H W47	39	M	COMPLETE	11/9/2010	1:59:53 PM
114			C	DP8W7V7G9 HQ9	48	F	COMPLETE	11/9/2010	2:05:35 PM
115				DP8W95GN7 L98	63	F	TERM-Qs3	11/9/2010	2:08:43 PM
116				DP8W95HRT 4G1	26	F	TERM-Qs3	11/9/2010	2:15:04 PM
117			T	DP8W95HJQ9 56	29	F	COMPLETE	11/9/2010	2:23:05 PM
118			C	DP8W95H2JS X8	32	F	COMPLETE	11/9/2010	2:27:04 PM
119			T	DP8W96HNV 6R6	49	M	COMPLETE	11/9/2010	2:35:41 PM
120				DP8W96PDW GK2	71	M	TERM-Qs5	11/9/2010	2:50:12 PM

ID	EndTime	Elapsed Time	NextURL
96	1:05:11 PM	0:06:47	process_exit.asp?cat=c&id=ERCQSM4WNH769
97	1:02:22 PM	0:01:35	process_exit.asp?cat=c&id=ERCQSM4WNIKT6
98	1:03:54 PM	0:01:13	process_exit.asp?cat=c&id=ERCQSM4WNGQI6
99	1:04:49 PM	0:01:54	process_exit.asp?cat=c&id=ERCQSM4WNIFR5
100	1:04:30 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WNH0N8
101	1:04:57 PM	0:00:09	process_exit.asp?cat=t&id=ERCQSM4WNDMO4
102	1:25:48 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WNG7P9
103	1:31:33 PM	0:03:19	process_exit.asp?cat=c&id=ERCQSM4WNH652
104	1:28:51 PM	0:00:13	process_exit.asp?cat=t&id=ERCQSM4WNDVS7
105	1:33:22 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNG654
106	1:38:54 PM	0:03:22	process_exit.asp?cat=c&id=ERCQSM4WNIFO1
107	1:37:43 PM	0:02:11	process_exit.asp?cat=c&id=ERCQSM4WNFVP9
108	1:42:50 PM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WNEK53
109	1:49:20 PM	0:02:51	process_exit.asp?cat=c&id=ERCQSM4WNETY5
110	1:53:22 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4WNDVG1
111	1:56:30 PM	0:02:23	process_exit.asp?cat=c&id=ERCQSM4WNESX8
112	1:59:23 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WNI8D8
113	2:01:53 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WNH124
114	2:07:25 PM	0:01:50	process_exit.asp?cat=c&id=ERCQSM4WNDUE6
115	2:09:07 PM	0:00:24	process_exit.asp?cat=t&id=ERCQSM4WNFTO3
116	2:15:23 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNGQN6
117	2:26:34 PM	0:03:29	process_exit.asp?cat=c&id=ERCQSM4WNGQX6
118	2:29:08 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNG3Y5
119	2:40:38 PM	0:04:57	process_exit.asp?cat=c&id=ERCQSM4WNJF51
120	2:51:28 PM	0:01:16	process_exit.asp?cat=t&id=ERCQSM4WNH256

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
121	ERCQSM4WNERL3	1	2	2						1	1	1		1	1				1
122	ERCQSM4WNFTP1	1	4	2						1		1		1	1	1			
123	ERCQSM4WNJEF8	1	4	1						1		1	1				1		
124	ERCQSM4WNFRE5	1	5	2						1	1		1		1	1	1		1
125	ERCQSM4WNFTS5	2	5	2						1	1				1				1
126	ERCQSM4WNMPD5	2	2	1						1	1	1			1	1			1
127	ERCQSM4WNLSV8	1	2	1						1		1		1	1		1		
128	ERCQSM4WNMOZ2	1	4	2															
129	ERCQSM4WNVLP7	2	2	1						1		1			1				
130	ERCQSM4WNNR46	1	3	2															
131	ERCQSM4WNV24	1	2	1						1			1		1	1	1		1
132	ERCQSM4WNYMN4	1	3	1						1	1	1	1	1	1	1	1		1
133	ERCQSM4WNYBM7	2	5	1						1	1	1	1	1	1	1	1		1
134	ERCQSM4WNKHL1	2	3	1						1	1		1	1	1				1
135	ERCQSM4WNKGA4	2	3	1															
136	ERCQSM4WNY617	1	2	1						1	1	1	1	1	1	1	1		1
137	ERCQSM4WNL596	1	5	1						1	1				1	1	1		1
138	ERCQSM4WNWX73	1	3	1						1		1	1		1	1	1		1
139	ERCQSM4WNNRN3	1	4	1						1	1	1		1	1	1	1		1
140	ERCQSM4WNFSH8	2	3	2						1	1	1	1	1	1				1
141	ERCQSM4WNX882	2	4	1						1			1	1	1				
142	ERCQSM4WNVN34	2	3	1						1		1	1	1					
143	ERCQSM4WNKIE4	1	2	1						1	1	1	1		1	1			1
144	ERCQSM4WNDKX8	1	5	1						1			1			1			
145	ERCQSM4WNSX63	2	3	1						1	1	1	1	1	1				1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
121	1			1				3		2	
122	1		1	1	1						
123	1	1				1					
124		1		1	1	1		1	1	hershey	Because that's what it is!
125			1	1				4	2		
126	1	1	1	1	1			1	1	HERSHEY	BECAUSE THATS WHAT IT LOOKS LIKE
127	1		1	1		1					
128											
129	1			1							
130											
131	1			1							
132	1	1		1	1	1		1	1	HERSHEYS	Horizontal lines dividing bar into segments
133	1	1	1	1	1	1		1	1	hershey	that's what their candy looks like
134		1		1				1	1	Hersheys	Squares
135											
136	1	1	1	1	1	1		1	1	Hershey	the tell tale rectangles.
137	1			1	1	1		2	2		
138	1	1	1	1	1	1					
139	1	1	1	1	1	1		1	1	Hershey	The design of the bar.
140	1	1	1	1				1	1	herseys	Looks like it.
141		1		1							
142	1	1	1								
143	1	1		1	1			1	1	Hershey	Past experience from eating a Hershey bar
144		1			1						
145		1	1	1				1	1	Hershey's	Because they use chocolate squares.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
121			C	DP6W95G4T6H0	29	F	COMPLETE	11/9/2010	2:52:54 PM
122				DP6W95G4N8R58	51	F	TERM-Qs5	11/9/2010	2:58:07 PM
123				DP6W96HMS925	61	M	TERM-Qs5	11/9/2010	3:03:53 PM
124			T	DP6W95GJY370	74	F	COMPLETE	11/9/2010	3:17:04 PM
125			C	DP6W95GND C83	70	F	COMPLETE	11/9/2010	3:37:01 PM
126			T	DP6WBV9R2WB2	28	M	COMPLETE	11/9/2010	3:37:58 PM
127				DP6WBV96B NY1	31	M	TERM-Qs5	11/9/2010	3:38:19 PM
128				DP6WBV9QH SH8	77	M	TERM-UserInfo	11/9/2010	3:38:34 PM
129				DP6WBVJC6B C2	28	M	TERM-Qs5	11/9/2010	3:39:00 PM
130				DP6WBV9TL MM5	40	M	TERM-UserInfo	11/9/2010	3:39:00 PM
131				DP6WBVFMW YH2	25	M	TERM-Qs5	11/9/2010	3:39:11 PM
132			C	DP6WBVKJY54	49	M	COMPLETE	11/9/2010	3:39:28 PM
133			C	DP6WBVKCZ L40	65	M	COMPLETE	11/9/2010	3:40:14 PM
134			C	DP6WBV7SZ YH0	41	M	COMPLETE	11/9/2010	3:40:19 PM
135				DP6WBV7R4 3J3	50	M	TERM-UserInfo	11/9/2010	3:40:28 PM
136			T	DP6WBVK6H B48	29	M	COMPLETE	11/9/2010	3:40:30 PM
137	Hershey and Nestles	I've purchased them	T	DP6WBV95FJ 76	71	M	COMPLETE	11/9/2010	3:41:27 PM
138				DP6WBVJ1T4 S9	40	M	TERM-Qs5	11/9/2010	3:41:52 PM
139			T	DP6WBVJQLL Q7	50	M	COMPLETE	11/9/2010	3:42:03 PM
140			T	DP6W95GLG G93	43	F	COMPLETE	11/9/2010	3:42:09 PM
141				DP6WBVK4C 6Q6	56	M	TERM-Qs5	11/9/2010	3:42:10 PM
142				DP6WBVJ6T 98	48	M	TERM-Qs5	11/9/2010	3:42:51 PM
143			T	DP6WBV7V7 GN3	30	M	COMPLETE	11/9/2010	3:43:31 PM
144				DP6W7V57D 3F2	66	M	TERM-Qs5	11/9/2010	3:43:33 PM
145			C	DP6WBVKST V46	41	M	COMPLETE	11/9/2010	3:43:57 PM

ID	EndTime	Elapsed Time	NextURL
121	2:54:34 PM	0:01:40	process_exit.asp?cat=c&id=ERCQSM4WNERL3
122	2:58:40 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WNFTP1
123	3:05:01 PM	0:01:08	process_exit.asp?cat=t&id=ERCQSM4WNJEF8
124	3:20:34 PM	0:03:30	process_exit.asp?cat=c&id=ERCQSM4WNFRE5
125	3:38:26 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WNFTS5
126	3:39:32 PM	0:01:34	process_exit.asp?cat=c&id=ERCQSM4WNMPD5
127	3:38:48 PM	0:00:29	process_exit.asp?cat=t&id=ERCQSM4WNLSV8
128	3:49:29 PM	0:10:55	process_exit.asp?cat=t&id=ERCQSM4WNMOZ2
129	3:39:50 PM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WNVLP7
130	3:39:15 PM	0:00:15	process_exit.asp?cat=t&id=ERCQSM4WNMR46
131	3:39:58 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNV24
132	3:41:15 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNYMN4
133	3:42:21 PM	0:02:07	process_exit.asp?cat=c&id=ERCQSM4WNYBM7
134	3:41:35 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4WNKHL1
135	3:40:42 PM	0:00:14	process_exit.asp?cat=t&id=ERCQSM4WNKGA4
136	3:42:36 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNY617
137	3:44:26 PM	0:02:59	process_exit.asp?cat=c&id=ERCQSM4WNLS96
138	3:42:28 PM	0:00:36	process_exit.asp?cat=t&id=ERCQSM4WNWX73
139	3:43:40 PM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4WNWRN3
140	3:44:14 PM	0:02:05	process_exit.asp?cat=c&id=ERCQSM4WNFSH8
141	3:43:29 PM	0:01:19	process_exit.asp?cat=t&id=ERCQSM4WNX882
142	3:43:34 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WNVN34
143	3:44:46 PM	0:01:15	process_exit.asp?cat=c&id=ERCQSM4WNKIE4
144	3:44:17 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WNBKX8
145	3:45:28 PM	0:01:31	process_exit.asp?cat=c&id=ERCQSM4WNSX63

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
146	ERCQSM4WNYBR7	1	4	1						1	1	1	1	1	1	1	1		1
147	ERCQSM4WNP755	1	5	1						1	1								1
148	ERCQSM4WOX0K1	2	3	2						1		1	1	1	1				1
149	ERCQSM4WNPEV4	1	3	1						1	1								1
150	ERCQSM4WNBHB1	1	5	1						1		1	1		1				
151	ERCQSM4WNJG84	2	2	1						1	1	1	1		1	1			1
152	ERCQSM4WNYAC8	1	3	1						1	1			1					1
153	ERCQSM4WNBHS7	1	4	1						1	1			1	1				
154	ERCQSM4WNBKR6	1	5	1						1	1		1	1	1	1			1
155	ERCQSM4WNWSD2	1	5	1						1	1		1						
156	ERCQSM4WNBKVR5	1	5	1						1			1	1	1				
157	ERCQSM4WNZ8P0	2	3	1						1	1	1		1					1
158	ERCQSM4WOYWQ7	2	3	2						1	1	1	1	1	1	1	1	1	1
159	ERCQSM4WNBKGI8	2	5	1						1	1	1	1	1	1	1			
160	ERCQSM4WNPCA8	2	2	1						1		1		1	1				
161	ERCQSM4WNO2M4	2	3	1						1	1		1	1	1	1			1
162	ERCQSM4WOWZC6	1	2	2						1	1		1						1
163	ERCQSM4WNBSSX0	1	3	1						1	1	1	1	1	1	1			1
164	ERCQSM4WP7II4	1	2	2						1	1	1	1	1	1	1	1	1	1
165	ERCQSM4WP2BN2	2	3	2						1	1	1		1	1				1
166	ERCQSM4WP8SL6	1	4	2						1	1		1		1				1
167	ERCQSM4WNBQE82	1	4	1						1	1				1	1			1
168	ERCQSM4WP3BV4	1	3	2						1	1			1	1	1	1		
169	ERCQSM4WNBKM60	1	4	1						1	1		1	1	1	1	1	1	1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
146	1	1	1	1	1	1	1	4	2		
147		1				1		3	2		
148	1	1	1	1							
149								1	1	Hershey	just what I recall
150	1	1		1							
151	1	1	1	1	1			2	2		
152					1			1	1	hersey	the shape
153			1	1							
154			1	1	1			1	1	hershey	That is the way they appear
155		1									
156		1	1	1							
157	1		1					1	1	Hershey	I think I remember seeing those rectangles when I've opened their
158	1	1	1	1	1	1		1	1	Hershey's Milk Chocolate	That is what it looks like except it doesn't say Hershey's in each square.
159	1	1	1	1							
160	1		1	1							
161		1	1	1				1	1	Herseys	it just looks like a heresy bar without lettering
162								4	2		
163	1	1	1	1	1			1	1	HERSHEY	UNIQUE DESIGN
164			1	1	1			2	2		
165	1	1	1	1				1	1	Hershey's	It sells segmented chocolate bars.
166		1						2	2		
167		1		1	1			1	1	Herseys	familiar pattern
168			1	1	1	1					
169		1	1	1	1	1		1	1	Hershey's	I have eaten their chocolate bars before and they look like this.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
146			C	DP8WBVKD7J K4	54	M	COMPLETE	11/9/2010	3:44:14 PM
147			C	DP8WBV9ZL Q95	77	M	COMPLETE	11/9/2010	3:44:21 PM
148				DP8WBX4789 D3	36	F	TERM-Qs5	11/9/2010	3:44:24 PM
149			T	DP8WBVB6G BV9	36	M	COMPLETE	11/9/2010	3:44:25 PM
150				DP8WBV7SM 3L7	72	M	TERM-Qs5	11/9/2010	3:44:36 PM
151	Hershey's, Nestle	it looks like the typical chocolate bar style found in Hershey's and Nestle's chocolate bar offerings	C	DP8WBVC4B BX7	34	M	COMPLETE	11/9/2010	3:44:36 PM
152			T	DP8WBVK63 P53	47	M	COMPLETE	11/9/2010	3:44:38 PM
153				DP8WBV71B9 W0	61	M	TERM-Qs5	11/9/2010	3:45:03 PM
154			T	DP8WBV71Q QP4	72	M	COMPLETE	11/9/2010	3:45:08 PM
155				DP8WBVRUJ F6	75	M	TERM-Qs5	11/9/2010	3:45:18 PM
156				DP8WBVBQK FS7	68	M	TERM-Qs5	11/9/2010	3:45:25 PM
157			T	DP8WBVKND N90	47	M	COMPLETE	11/9/2010	3:45:29 PM
158			T	DP8WBX4DQ MV2	44	F	COMPLETE	11/9/2010	3:45:32 PM
159				DP8WBV7RFL F8	67	M	TERM-Qs5	11/9/2010	3:45:55 PM
160				DP8WBVB8N WX4	28	M	TERM-Qs5	11/9/2010	3:45:58 PM
161			C	DP8WBVB9K M1	44	M	COMPLETE	11/9/2010	3:46:37 PM
162			C	DP8WBX43FA V9	25	F	COMPLETE	11/9/2010	3:46:40 PM
163			C	DP8WBVF295 89	44	M	COMPLETE	11/9/2010	3:46:42 PM
164	Hershey's & Ghiradelli	Hershey's comes in break apart pieces (though more rectangular), and Ghiradelli comes in ridged squares (though not break apart).	C	DP8WBWWYB P39	30	F	COMPLETE	11/9/2010	3:46:52 PM
165			C	DP8WBWGF 435	37	F	COMPLETE	11/9/2010	3:46:54 PM
166	Nestle,	it looks like cooking chocolate as opposed to eating.	T	DP8WBX3A9 KL4	61	F	COMPLETE	11/9/2010	3:47:46 PM
167			T	DP8WBVBML ZK7	63	M	COMPLETE	11/9/2010	3:47:47 PM
168				DP8WBX3CD 826	46	F	TERM-Qs5	11/9/2010	3:47:59 PM
169			T	DP8WBVB21 DM5	62	M	COMPLETE	11/9/2010	3:48:00 PM

ID	EndTime	Elapsed Time	NextURL
146	3:45:32 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WNYBR7
147	3:46:05 PM	0:01:44	process_exit.asp?cat=c&id=ERCQSM4WNP755
148	3:45:08 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WOX0K1
149	3:47:17 PM	0:02:52	process_exit.asp?cat=c&id=ERCQSM4WNPEV4
150	3:45:32 PM	0:00:56	process_exit.asp?cat=t&id=ERCQSM4WNKHB1
151	3:46:44 PM	0:02:08	process_exit.asp?cat=c&id=ERCQSM4WNJG84
152	3:47:25 PM	0:02:47	process_exit.asp?cat=c&id=ERCQSM4WNYAC8
153	3:45:37 PM	0:00:34	process_exit.asp?cat=t&id=ERCQSM4WNKHS7
154	3:51:11 PM	0:06:03	process_exit.asp?cat=c&id=ERCQSM4WNKKR6
155	3:46:34 PM	0:01:16	process_exit.asp?cat=t&id=ERCQSM4WNWSD2
156	3:46:21 PM	0:00:56	process_exit.asp?cat=t&id=ERCQSM4WNKVR5
157	3:47:16 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNZ8P0
158	3:48:01 PM	0:02:29	process_exit.asp?cat=c&id=ERCQSM4WOYWQ7
159	3:46:52 PM	0:00:57	process_exit.asp?cat=t&id=ERCQSM4WNKGI8
160	3:46:25 PM	0:00:27	process_exit.asp?cat=t&id=ERCQSM4WNPCA8
161	3:49:26 PM	0:02:49	process_exit.asp?cat=c&id=ERCQSM4WNO2M4
162	3:47:53 PM	0:01:13	process_exit.asp?cat=c&id=ERCQSM4WOWZC6
163	3:48:01 PM	0:01:19	process_exit.asp?cat=c&id=ERCQSM4WNSSX0
164	3:51:56 PM	0:05:04	process_exit.asp?cat=c&id=ERCQSM4WP7II4
165	3:48:32 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WP2BN2
166	3:50:12 PM	0:02:26	process_exit.asp?cat=c&id=ERCQSM4WP8SL6
167	3:49:43 PM	0:01:56	process_exit.asp?cat=c&id=ERCQSM4WNQE82
168	3:48:56 PM	0:00:57	process_exit.asp?cat=t&id=ERCQSM4WP3BV4
169	3:49:37 PM	0:01:37	process_exit.asp?cat=c&id=ERCQSM4WNKM60

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
170	ERCQSM4WP0UG1	2	4	2						1	1	1	1	1	1	1	1		1
171	ERCQSM4WOXZ78	1	5	2						1	1		1	1		1			1
172	ERCQSM4WOX0L9	1	4	2						1	1		1	1	1	1			1
173	ERCQSM4WP4P62	1	4	2						1	1	1		1	1				1
174	ERCQSM4WNNKQV2	1	5	2															
175	ERCQSM4WNI4Y0	1	5	1						1	1				1				1
176	ERCQSM4WP29B6	1	3	2	1														
177	ERCQSM4WP2BT0	1	3	2						1	1		1	1	1		1		1
178	ERCQSM4WP9X71	2	2	1															
179	ERCQSM4WNN5F7	2	2	1					1										
180	ERCQSM4WNNWWG2	2	2	1						1	1		1		1	1	1		1
181	ERCQSM4WOXBV0	1	2	2						1		1					1		
182	ERCQSM4WNNKQ90	2	5	1						1						1			
183	ERCQSM4WP2D35	1	2	2						1	1	1	1	1	1	1	1		1
184	ERCQSM4WNU3G3	2	4	1						1		1	1						
185	ERCQSM4WNSXG9	1	3	1					1										
186	ERCQSM4WNO5P5	2	5	2															
187	ERCQSM4WNNZM3	1	3	2						1	1	1		1	1	1	1		1
188	ERCQSM4WP4OP1	1	3	2						1	1	1	1	1	1	1	1		1
189	ERCQSM4WP4RJ0	2	3	2					1										
190	ERCQSM4WNLQE4	1	5	1						1								1	
191	ERCQSM4WNO0M6	2	2	1						1	1	1	1	1	1	1	1		1
192	ERCQSM4WNNRE64	1	4	1						1	1		1	1	1	1			
193	ERCQSM4WOXHJ6	1	2	2						1	1	1	1		1				1
194	ERCQSM4WOYH66	1	3	2						1	1				1				1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
170	1	1	1	1	1	1		1	1	Hershey	The little break apart rectangles look like a Hershey chocolate bar
171		1	1		1			1	1	Hershey	I think that is Hershey Bar
172		1	1	1	1			1	1	hershey's	It feels familiar
173	1	1	1	1				3	2		
174											
175				1		1		1	1	hershey	because I believe hershey bars to be this shape
176											
177		1	1	1				3	2		
178											
179											
180				1	1			3	2		
181	1		1		1	1					
182								1			
183	1	1	1	1	1	1	1	1	1	Hershey	They have their chocolate bars divided into square/rectangles
184		1									
185											
186											
187	1			1	1			3	2		
188	1	1	1	1	1	1	1	1	1	Hersheys	The square blocks
189											
190								1			
191	1	1	1	1	1	1	1	3	2		
192		1		1	1						
193	1	1	1	1	1			1	1	Hershey's	Regular Hershey's candy bars have this same design, only it has "Hershey's" written on each of the rectangles.
194	1			1				1	1	Hershey's	shape of chocolate bar

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
170			T	DP8WBWTQ3VL7	59	F	COMPLETE	11/9/2010	3:48:16 PM
171			T	DP8WBWPPJVB9	81	F	COMPLETE	11/9/2010	3:48:33 PM
172			T	DP8WBX479GV0	60	F	COMPLETE	11/9/2010	3:48:59 PM
173			C	DP8WBX53K2V7	63	F	COMPLETE	11/9/2010	3:49:05 PM
174				DP8WBV65NGD9	73	M	TERM-UserInfo	11/9/2010	3:49:20 PM
175			C	DP8WB9G3BJR9	75	M	COMPLETE	11/9/2010	3:49:21 PM
176				DP8WBX4QRZK6	39	F	TERM-Qs3	11/9/2010	3:49:24 PM
177			C	DP8WBWGG67Z0	35	F	COMPLETE	11/9/2010	3:49:35 PM
178				DP8WBX3AF924	30	F	TERM-UserInfo	11/9/2010	3:49:42 PM
179				DP8WBV68JPL9	29	M	TERM-Qs3	11/9/2010	3:49:44 PM
180			C	DP8WBVJ51ZL5	33	M	COMPLETE	11/9/2010	3:49:44 PM
181				DP8WBWTBSTR7	28	F	TERM-Qs5	11/9/2010	3:49:44 PM
182				DP8WBV84R9M9	66	M	TERM-Qs5	11/9/2010	3:49:54 PM
183			C	DP8WBWGGJZXH8	28	F	COMPLETE	11/9/2010	3:49:56 PM
184				DP8WBVP451Q3	63	M	TERM-Qs5	11/9/2010	3:50:04 PM
185				DP8WBVKIDQZ5	35	M	TERM-Qs3	11/9/2010	3:50:40 PM
186				DP8WBV82Q430	67	M	TERM-UserInfo	11/9/2010	3:50:55 PM
187			C	DP8WBWLZ56K5	38	F	COMPLETE	11/9/2010	3:50:57 PM
188			C	DP8WBX521TK7	39	F	COMPLETE	11/9/2010	3:50:59 PM
189				DP8WBWGRMXV7	46	F	TERM-Qs3	11/9/2010	3:51:39 PM
190				DP8WBV92NGB4	71	M	TERM-Qs5	11/9/2010	3:51:40 PM
191			T	DP8WBV8LBAF8	31	M	COMPLETE	11/9/2010	3:51:43 PM
192				DP8WBVDSDC41	64	M	TERM-Qs5	11/9/2010	3:51:54 PM
193			T	DP8WBWLWCJK8	30	F	COMPLETE	11/9/2010	3:52:12 PM
194			T	DP8WBX2CL9T0	35	F	COMPLETE	11/9/2010	3:52:12 PM

ID	EndTime	Elapsed Time	NextURL
170	3:51:03 PM	0:02:47	process_exit.asp?cat=c&id=ERCQSM4WP0UG1
171	3:50:32 PM	0:01:59	process_exit.asp?cat=c&id=ERCQSM4WOXZ78
172	3:50:24 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WOX0L9
173	3:51:21 PM	0:02:16	process_exit.asp?cat=c&id=ERCQSM4WP4P62
174	3:49:34 PM	0:00:14	process_exit.asp?cat=t&id=ERCQSM4WNKQV2
175	3:52:54 PM	0:03:33	process_exit.asp?cat=c&id=ERCQSM4WNI4Y0
176	3:49:57 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WP29B6
177	3:50:19 PM	0:00:44	process_exit.asp?cat=c&id=ERCQSM4WP2BT0
178	3:50:26 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP9X71
179	3:51:23 PM	0:01:39	process_exit.asp?cat=t&id=ERCQSM4WNN5F7
180	3:51:02 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WNNWWG2
181	3:52:01 PM	0:02:17	process_exit.asp?cat=t&id=ERCQSM4WOXBV0
182	3:50:45 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WNKQ90
183	3:51:16 PM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4WP2D35
184	3:51:02 PM	0:00:58	process_exit.asp?cat=t&id=ERCQSM4WNU3G3
185	3:51:03 PM	0:00:23	process_exit.asp?cat=t&id=ERCQSM4WNSXG9
186	3:51:14 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNO5P5
187	3:51:52 PM	0:00:55	process_exit.asp?cat=c&id=ERCQSM4WNNZM3
188	3:52:16 PM	0:01:17	process_exit.asp?cat=c&id=ERCQSM4WP4OP1
189	3:52:05 PM	0:00:26	process_exit.asp?cat=t&id=ERCQSM4WP4RJ0
190	3:52:41 PM	0:01:01	process_exit.asp?cat=t&id=ERCQSM4WNLQE4
191	3:53:03 PM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4WNO0M6
192	3:52:34 PM	0:00:40	process_exit.asp?cat=t&id=ERCQSM4WNRE64
193	3:54:34 PM	0:02:22	process_exit.asp?cat=c&id=ERCQSM4WOXHU6
194	3:59:44 PM	0:07:32	process_exit.asp?cat=c&id=ERCQSM4WOYH66

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
195	ERCQSM4WNOYV6	1	5	1						1				1	1				
196	ERCQSM4WP61O9	2	3	2						1					1	1			
197	ERCQSM4WP10F9	1	2	2						1		1			1				
198	ERCQSM4WNU47	1	5	1						1	1	1	1	1					1
199	ERCQSM4WNVSN2	1	5	1		1					1		1		1		1		1
200	ERCQSM4WNVF5	2	3	1						1		1			1				
201	ERCQSM4WNOZI1	1	5	1						1				1	1	1			
202	ERCQSM4WP19T2	1	2	2						1	1	1		1	1				1
203	ERCQSM4WP4RH4	2	4	2						1	1	1		1	1				
204	ERCQSM4WOX154	1	5	2						1	1		1		1				1
205	ERCQSM4WP4VH0	2	3	2						1	1	1		1	1				1
206	ERCQSM4WOXCQ9	1	3	2						1	1	1		1	1	1			1
207	ERCQSM4WNH5Y1	2	2	1						1	1	1	1		1	1	1		1
208	ERCQSM4WNLSS4	2	4	1															
209	ERCQSM4WP26Z1	1	2	2						1	1	1		1					1
210	ERCQSM4WP7HO3	2	4	2						1	1				1				1
211	ERCQSM4WOX0V9	2	2	2						1	1	1	1	1	1	1			1
212	ERCQSM4WP3Q30	1	3	2						1	1	1	1	1	1		1		1
213	ERCQSM4WP7M92	1	2	2						1		1			1	1	1		
214	ERCQSM4WVKRE5	1	5	1						1	1		1	1	1	1	1		1
215	ERCQSM4WVKL87	1	5	1						1	1				1		1		1
216	ERCQSM4WP7LV5	1	2	2						1	1		1	1	1	1	1		1
217	ERCQSM4WV01M0	2	2	2						1				1	1	1			
218	ERCQSM4WV02H9	1	2	2						1	1	1	1		1				1
219	ERCQSM4WNO328	1	4	1						1	1		1		1	1			

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
195		1	1								
196				1	1						
197	1		1	1							
198	1	1	1					1	2	nestle	similar to nestles chocolate bars
199				1		1		1	1	Hershey's	Shape of the squares.
200	1	1	1	1							
201			1	1	1	1					
202	1	1	1	1	1			1	1	Hershey	That's how a milk chocolate Hershey bar looks... always had and probably always will look
203	1			1							
204		1	1	1				1	1	Hershey	That's what it looks like.
205	1	1	1	1	1			1	1	Hersheys	classic Hersheys chocolate bar
206	1		1	1	1			1	1	Hershey's	The number of rectangles and their shape.
207	1	1		1	1	1		1	1	Hershey	Bars break off, recognizable
208											
209	1		1		1			1	2	Nestle	Looks like a Nestle bar.
210				1				3	2		
211	1	1	1		1			3	2		
212	1	1	1	1	1	1		1	1	Hershey	Similar characteristics
213								1			
214		1	1	1	1	1		2	2		
215		1		1		1		1	1	Hershey's	That's what it reminds me of
216	1	1	1	1	1	1		3	2		
217		1	1	1	1						
218	1			1				3	2		
219					1						

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
195				DP8WBV98M9B5	67	M	TERM-Qs5	11/9/2010	3:52:35 PM
196				DP8WBV7HGRV47	40	F	TERM-Qs5	11/9/2010	3:52:36 PM
197				DP8WBX4LBQ9	25	F	TERM-Qs5	11/9/2010	3:52:39 PM
198			T	DP8WBV6H8QQ7	67	M	COMPLETE	11/9/2010	3:52:45 PM
199			T	DP8WBV7J5JTB2	65	M	COMPLETE	11/9/2010	3:52:54 PM
200				DP8WBVD8K7V5	39	M	TERM-Qs5	11/9/2010	3:53:06 PM
201				DP8WBV99KMK9	67	M	TERM-Qs5	11/9/2010	3:53:21 PM
202			T	DP8WBWMMDKY5	25	F	COMPLETE	11/9/2010	3:53:47 PM
203				DP8WBWGRKKW2	52	F	TERM-Qs5	11/9/2010	3:53:50 PM
204			T	DP8WBX4848M4	66	F	COMPLETE	11/9/2010	3:53:52 PM
205			T	DP8WBW7K4VG85	36	F	COMPLETE	11/9/2010	3:53:52 PM
206			T	DP8WBX49VDN9	38	F	COMPLETE	11/9/2010	3:54:20 PM
207			T	DP8W98FG6GK7	26	M	COMPLETE	11/9/2010	3:54:31 PM
208				DP8WBV9674H4	80	M	TERM-UserInfo	11/9/2010	3:54:43 PM
209			C	DP8WBX21T6K5	24	F	COMPLETE	11/9/2010	3:54:50 PM
210			C	DP8WBW7KKQTX4	53	F	COMPLETE	11/9/2010	3:55:05 PM
211			C	DP8WBX47PCR6	32	F	COMPLETE	11/9/2010	3:55:07 PM
212			C	DP8WBW7MSJJV1	46	F	COMPLETE	11/9/2010	3:55:18 PM
213				DP8WBX3JZLB6	29	F	TERM-Qs5	11/9/2010	3:55:36 PM
214	Hersies	looks like it.	C	DP8WBV86G2N4	76	M	COMPLETE	11/9/2010	3:55:36 PM
215			C	DP8WBV7ZFAZ8	66	M	COMPLETE	11/9/2010	3:55:37 PM
216			C	DP8WBX3JFAH2	33	F	COMPLETE	11/9/2010	3:55:41 PM
217				DP8WBX4ZQGM5	25	F	TERM-Qs5	11/9/2010	3:55:42 PM
218			C	DP8WBX43ZBR1	33	F	COMPLETE	11/9/2010	3:55:51 PM
219				DP8WBV8V1FM5	62	M	TERM-Qs5	11/9/2010	3:56:03 PM

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ID	EndTime	Elapsed Time	NextURL
195	3:53:37 PM	0:01:02	process_exit.asp?cat=t&id=ERCQSM4WNOYV6
196	3:53:13 PM	0:00:37	process_exit.asp?cat=t&id=ERCQSM4WP61O9
197	3:53:12 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WP10F9
198	3:55:22 PM	0:02:37	process_exit.asp?cat=c&id=ERCQSM4WNU47
199	3:56:35 PM	0:03:41	process_exit.asp?cat=c&id=ERCQSM4WNWSN2
200	3:54:25 PM	0:01:19	process_exit.asp?cat=t&id=ERCQSM4WNVF5
201	3:54:07 PM	0:00:46	process_exit.asp?cat=t&id=ERCQSM4WNOZI1
202	3:55:26 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WP19T2
203	3:54:26 PM	0:00:36	process_exit.asp?cat=t&id=ERCQSM4WP4RH4
204	3:55:52 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WOX154
205	3:55:16 PM	0:01:24	process_exit.asp?cat=c&id=ERCQSM4WP4VH0
206	3:55:59 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WOXCQ9
207	3:55:54 PM	0:01:23	process_exit.asp?cat=c&id=ERCQSM4WNH5Y1
208	3:55:01 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNLSS4
209	3:56:46 PM	0:01:56	process_exit.asp?cat=c&id=ERCQSM4WP26Z1
210	3:56:05 PM	0:01:00	process_exit.asp?cat=c&id=ERCQSM4WP7HO3
211	3:56:31 PM	0:01:24	process_exit.asp?cat=c&id=ERCQSM4WOX0V9
212	3:56:46 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WP3Q30
213	3:56:54 PM	0:01:18	process_exit.asp?cat=t&id=ERCQSM4WP7M92
214	3:59:20 PM	0:03:44	process_exit.asp?cat=c&id=ERCQSM4WNUKRE5
215	3:56:59 PM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WNUKL87
216	3:59:27 PM	0:03:46	process_exit.asp?cat=c&id=ERCQSM4WP7LV5
217	3:56:29 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WVOV1M0
218	3:56:40 PM	0:00:49	process_exit.asp?cat=c&id=ERCQSM4WVOV2H9
219	3:56:48 PM	0:00:45	process_exit.asp?cat=t&id=ERCQSM4WNO328

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
220	ERCQSM4WNYMO2	1	4	1						1	1		1	1	1				1
221	ERCQSM4WP0Y38	2	2	2						1	1			1	1		1		1
222	ERCQSM4WP1103	1	2	2	1														
223	ERCQSM4WP4NP2	2	2	2						1	1	1			1	1			1
224	ERCQSM4WP8S00	1	3	2						1		1	1	1	1				
225	ERCQSM4WNHMS00	1	5	1						1	1	1	1	1	1	1			1
226	ERCQSM4WN5BT5	2	3	1	1														
227	ERCQSM4WP2952	1	2	2					1										
228	ERCQSM4WOZQ24	1	4	2			1		1										
229	ERCQSM4WP2900	2	2	2						1	1	1	1	1	1	1	1		1
230	ERCQSM4WNWYF2	2	3	1						1		1	1	1	1	1			
231	ERCQSM4WP28E1	1	2	2						1	1	1			1				1
232	ERCQSM4WNPHB1	1	1																
233	ERCQSM4WN5SQ4	2	3	1						1								1	1
234	ERCQSM4WP7MT8	2	3	2						1	1		1	1	1	1	1		1
235	ERCQSM4WP62X0	1	3	2						1	1	1	1	1	1		1		1
236	ERCQSM4WNT7C9	3																	
237	ERCQSM4WNKSP2	2	5	1						1	1	1	1	1		1	1		1
238	ERCQSM4WP8HF9	2	4	2						1	1	1	1	1	1	1	1		1
239	ERCQSM4WP2GC9	1	5	2						1	1	1	1	1					1
240	ERCQSM4WOVWB3	2	2	2						1	1	1	1	1	1	1			
241	ERCQSM4WP4U67	1	3	2						1	1	1	1			1			1
242	ERCQSM4WNKGN8	1	5	1						1	1				1	1			1
243	ERCQSM4WP94D2	2	3	2						1	1	1		1	1	1	1		1
244	ERCQSM4WNKL46	1	4	1						1	1	1	1	1	1	1	1		1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
220		1	1	1				1	1	Hershey	because I think I remember Hershey uses squares similar to this in their candy bars.
221	1		1	1	1	1		1	1	Hersheys	The square design
222											
223	1		1	1	1			1	1	Hersey	It looks like a Hershey's chocolate bar
224	1	1	1	1	1						
225	1	1	1	1	1			1	1	HERSHEY	because it's to me Hershey's way of making candy bars
226											
227											
228											
229	1	1	1	1	1	1		1	2	Cadbury	the division of sections
230	1		1								
231	1			1				1	1	Hershey's.	because there are bars like that on Hershey's bars.
232											
233					1						
234		1	1	1	1	1		1	1	Hershey	Because of the breakable squares
235	1	1	1	1		1		1	1	Hershey	because that is the shape of the Hershey bars that I buy
236											
237	1	1	1		1	1		2	2		
238	1	1	1	1	1	1		1	1	Hershey's	My kids like their milk chocolate bars.
239		1	1					1	1	Hersheys	looks like bars I have bought, but without the logo
240	1			1	1						
241	1	1			1			1	1	Hershey	because that's what it looks like plus Hershey written on every square
242					1			3	2		
243	1	1	1	1	1	1		1	1	Hershey	I've eaten a lot of Hershey bars and know that this is what they look like.
244	1	1	1	1	1	1		1	1	Hersheys	because of the design of the candy bar.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
220			C	DP8WBVKHL2M9	54	M	COMPLETE	11/9/2010	3:56:34 PM
221			T	DP8WBXZVS M43	25	F	COMPLETE	11/9/2010	3:56:36 PM
222				DP8WBX4MD 9Z2	27	F	TERM-Qs3	11/9/2010	3:56:44 PM
223			C	DP8WBX4ZC ZY9	22	F	COMPLETE	11/9/2010	3:56:57 PM
224				DP8WBX3NQ SS9	48	F	TERM-Qs5	11/9/2010	3:56:58 PM
225			C	DP8WBVD4P HG5	74	M	COMPLETE	11/9/2010	3:57:02 PM
226				DP8WBVCNG WH1	46	M	TERM-Qs3	11/9/2010	3:57:19 PM
227				DP8WBX4QV M2	25	F	TERM-Qs3	11/9/2010	3:57:40 PM
228				DP8WBWPPM VQ3	52	F	TERM-Qs3	11/9/2010	3:57:43 PM
229			C	DP8WBX4RB GW2	33	F	COMPLETE	11/9/2010	3:57:45 PM
230				DP8WBVJWR G92	38	M	TERM-Qs5	11/9/2010	3:57:54 PM
231			C	DP8WBX4PFR G7	24	F	COMPLETE	11/9/2010	3:57:54 PM
232				DP8WBVBZ YW4	40	M	TERM-Qs1	11/9/2010	3:58:11 PM
233				DP8WBVDZ ST1	46	M	TERM-Qs5	11/9/2010	3:58:23 PM
234			T	DP8WBXSK1 D36	36	F	COMPLETE	11/9/2010	3:58:23 PM
235			T	DP8WBWHLS VV5	48	F	COMPLETE	11/9/2010	3:58:32 PM
236				DP8WBVKW4 PK6	34	M	TERM-Qs0	11/9/2010	3:58:32 PM
237	Hershey and Kit	how the rectangle are laid out	T	DP8WBV86J T8	69	M	COMPLETE	11/9/2010	3:58:54 PM
238			T	DP8WBWK7T 9V5	53	F	COMPLETE	11/9/2010	3:59:00 PM
239			T	DP8WBW1T3 679	65	F	COMPLETE	11/9/2010	3:59:14 PM
240				DP8WBXZZ74 F5	26	F	TERM-Qs5	11/9/2010	3:59:15 PM
241			T	DP8WBWMLB QC8	43	F	COMPLETE	11/9/2010	3:59:19 PM
242			T	DP8WBV7KM JV4	72	M	COMPLETE	11/9/2010	3:59:24 PM
243			T	DP8WBXXKL BB4	39	F	COMPLETE	11/9/2010	3:59:36 PM
244			T	DP8WBV7Z9 737	60	M	COMPLETE	11/9/2010	3:59:39 PM

ID	EndTime	Elapsed Time	NextURL
220	3:58:54 PM	0:02:20	process_exit.asp?cat=c&id=ERCQSM4WNYMO2
221	4:00:56 PM	0:04:20	process_exit.asp?cat=c&id=ERCQSM4WP0Y38
222	3:57:09 PM	0:00:25	process_exit.asp?cat=t&id=ERCQSM4WP1103
223	3:59:25 PM	0:02:28	process_exit.asp?cat=c&id=ERCQSM4WP4NP2
224	3:57:35 PM	0:00:37	process_exit.asp?cat=t&id=ERCQSM4WP8SO0
225	4:01:27 PM	0:04:25	process_exit.asp?cat=c&id=ERCQSM4WNMSO0
226	3:57:49 PM	0:00:30	process_exit.asp?cat=t&id=ERCQSM4WNSBT5
227	3:57:56 PM	0:00:16	process_exit.asp?cat=t&id=ERCQSM4WP2952
228	3:58:16 PM	0:00:33	process_exit.asp?cat=t&id=ERCQSM4WOZQ24
229	3:59:24 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WP29O0
230	3:58:26 PM	0:00:32	process_exit.asp?cat=t&id=ERCQSM4WNWYF2
231	4:00:18 PM	0:02:24	process_exit.asp?cat=c&id=ERCQSM4WP28E1
232	3:58:23 PM	0:00:12	process_exit.asp?cat=t&id=ERCQSM4WNPB1
233	3:59:04 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WNSSQ4
234	4:00:08 PM	0:01:45	process_exit.asp?cat=c&id=ERCQSM4WP7MT8
235	4:01:23 PM	0:02:51	process_exit.asp?cat=c&id=ERCQSM4WP62X0
236	3:58:39 PM	0:00:07	process_exit.asp?cat=t&id=ERCQSM4WNT7C9
237	4:02:15 PM	0:03:21	process_exit.asp?cat=c&id=ERCQSM4WNKSP2
238	4:01:04 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WP8HF9
239	4:01:31 PM	0:02:17	process_exit.asp?cat=c&id=ERCQSM4WP2GC9
240	4:00:02 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WOVWB3
241	4:01:20 PM	0:02:01	process_exit.asp?cat=c&id=ERCQSM4WP4U67
242	4:00:58 PM	0:01:34	process_exit.asp?cat=c&id=ERCQSM4WNKGN8
243	4:01:01 PM	0:01:25	process_exit.asp?cat=c&id=ERCQSM4WP94D2
244	4:01:20 PM	0:01:41	process_exit.asp?cat=c&id=ERCQSM4WNKL46

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
245	ERCQSM4WP7NV3	1	3	2						1	1	1	1	1	1	1	1		1
246	ERCQSM4WNFTD5	1	5	2						1	1		1	1	1	1	1		1
247	ERCQSM4WOZGA3	5																	
248	ERCQSM4WNN4Y0	1	3	1						1	1								
249	ERCQSM4WOXJF4	2	4	2						1	1	1		1	1	1	1		
250	ERCQSM4WNO2V6	1	4	1						1	1								
251	ERCQSM4WP2EA5	1	4	2						1		1	1	1	1		1		
253	ERCQSM4WNU2Y8	2	4	1						1		1	1		1				
254	ERCQSM4WP2F58	1	5	2						1					1				1
256	ERCQSM4WNZRP3	2	2	2					1										
257	ERCQSM4WNZ9F9	2	5	1						1	1						1		1
258	ERCQSM4WP7NY7	5																	
260	ERCQSM4WOYK14	2	2	2						1	1	1			1		1		1
261	ERCQSM4WNLW68	1	5	1						1		1	1		1				
262	ERCQSM4WP2CJ9	1	4	2						1	1			1	1				1
263	ERCQSM4WNZK21	1	5	1		1							1		1				
264	ERCQSM4WNVQ49	1	2	1						1	1				1		1		1
265	ERCQSM4WP8JP7	1	4	2						1	1		1		1				
266	ERCQSM4WOZHY4	5																	
267	ERCQSM4WNR0D6	1	4	1						1	1	1	1	1	1				1
268	ERCQSM4WP7OK4	2	2	2				1											
269	ERCQSM4WP91D5	1	2	2						1	1	1			1				1
270	ERCQSM4WNLUX2	5																	
271	ERCQSM4WP8RA5	2	4	2						1			1			1			
272	ERCQSM4WNSP46	1	3	1						1		1	1	1	1		1		

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
245	1	1	1	1	1	1	1	1	1	Hershey's	Because of the break off pieces.
246		1	1	1	1	1	1	4	2		
247											
248							1				
249	1		1	1							
250							1				
251	1	1	1	1		1					
253	1	1		1	1						
254			1								
256											
257					1			3	2		
258											
260	1			1	1	1		1	1	HERSEYS	BECAUSE YOU CAN EASILY BREAK THE CHOCOLATE
261	1	1		1							
262			1	1				1	1	Hersheys	because of the squares
263		1		1							
264				1		1		1	1	Hershey	hgf
265				1							
266											
267	1	1	1	1				1	1	Hershey	It looks like a Hershey chocolate bar.
268											
269	1			1				3	2		
270											
271		1			1						
272	1	1				1					

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
245			T	DP8WBA3MD KN4	41	F	COMPLETE	11/9/2010	3:59:47 PM
246			C	DP8W95GMR HW9	74	F	COMPLETE	11/9/2010	4:00:49 PM
247				DP8WBW9JC JX7	45	F	TERM-Qs0	11/9/2010	4:01:05 PM
248				DP8WBV87T H96	44	M	TERM-Qs5	11/9/2010	4:01:06 PM
249				DP8WBWPD NH3	55	F	TERM-Qs5	11/9/2010	4:01:13 PM
250				DP8WBV8PN 923	59	M	TERM-Qs5	11/9/2010	4:01:30 PM
251				DP8WBWMC4 344	54	F	TERM-Qs5	11/9/2010	4:01:38 PM
253				DP8WBVHAM 6L5	61	M	TERM-Qs5	11/9/2010	4:01:59 PM
254				DP8WBWQCK 3V4	74	F	TERM-Qs5	11/9/2010	4:02:07 PM
256				DP8WBWXR WG49	31	F	TERM-Qs3	11/9/2010	4:03:09 PM
257			C	DP8WBVKPG KZ9	72	M	COMPLETE	11/9/2010	4:03:23 PM
258				DP8WBA3MK BM1	50	F	TERM-Qs0	11/9/2010	4:03:43 PM
260			C	DP8WBA4DG BF5	21	F	COMPLETE	11/9/2010	4:03:53 PM
261				DP8WBV9JZ R1	66	M	TERM-Qs5	11/9/2010	4:03:56 PM
262			C	DP8WBWGH8 5P7	56	F	COMPLETE	11/9/2010	4:03:58 PM
263				DP8WBVKRZ Y43	71	M	TERM-Qs5	11/9/2010	4:04:29 PM
264			C	DP8WBVFPJC J3	33	M	COMPLETE	11/9/2010	4:04:38 PM
265				DP8WBWKG BL6	64	F	TERM-Qs5	11/9/2010	4:05:29 PM
266				DP8WBWGS W84	66	F	TERM-Qs0	11/9/2010	4:05:33 PM
267			C	DP8WBVBW 3K7	50	M	COMPLETE	11/9/2010	4:05:41 PM
268				DP8WBA3NG HC2	29	F	TERM-Qs3	11/9/2010	4:05:43 PM
269			C	DP8WBWNSQ BG6	33	F	COMPLETE	11/9/2010	4:05:46 PM
270				DP8WBV9G8 ZS7	40	M	TERM-Qs0	11/9/2010	4:05:46 PM
271				DP8WBA3WZ VX5	64	F	TERM-Qs5	11/9/2010	4:05:58 PM
272				DP8WBVCZ4 ZX3	40	M	TERM-Qs5	11/9/2010	4:05:59 PM

ID	EndTime	Elapsed Time	NextURL
245	4:02:20 PM	0:02:33	process_exit.asp?cat=c&id=ERCQSM4WP7NV3
246	4:02:51 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WNFTD5
247	4:01:24 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WOZGA3
248	4:01:54 PM	0:00:48	process_exit.asp?cat=t&id=ERCQSM4WNN4Y0
249	4:01:55 PM	0:00:42	process_exit.asp?cat=t&id=ERCQSM4WOXJF4
250	4:02:12 PM	0:00:42	process_exit.asp?cat=t&id=ERCQSM4WNO2V6
251	4:02:22 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP2EA5
253	4:03:31 PM	0:01:32	process_exit.asp?cat=t&id=ERCQSM4WNU2Y8
254	4:03:31 PM	0:01:24	process_exit.asp?cat=t&id=ERCQSM4WP2F58
256	4:03:26 PM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WNZRP3
257	4:04:35 PM	0:01:12	process_exit.asp?cat=c&id=ERCQSM4WNZ9F9
258	4:03:54 PM	0:00:11	process_exit.asp?cat=t&id=ERCQSM4WP7NY7
260	4:05:54 PM	0:02:01	process_exit.asp?cat=c&id=ERCQSM4WOYK14
261	4:04:40 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WNLW68
262	4:05:08 PM	0:01:10	process_exit.asp?cat=c&id=ERCQSM4WP2CJ9
263	4:05:29 PM	0:01:00	process_exit.asp?cat=t&id=ERCQSM4WNZK21
264	4:05:56 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WNVQ49
265	4:06:19 PM	0:00:50	process_exit.asp?cat=t&id=ERCQSM4WP8JP7
266	4:05:56 PM	0:00:23	process_exit.asp?cat=t&id=ERCQSM4WOZHY4
267	4:11:03 PM	0:05:22	process_exit.asp?cat=c&id=ERCQSM4WNROD6
268	4:06:24 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WP7OK4
269	4:06:55 PM	0:01:09	process_exit.asp?cat=c&id=ERCQSM4WP91D5
270	4:05:56 PM	0:00:10	process_exit.asp?cat=t&id=ERCQSM4WNLUX2
271	4:13:51 PM	0:07:53	process_exit.asp?cat=t&id=ERCQSM4WP8RR5
272	4:06:50 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WNSP46

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
273	ERCQSM4WOX1U0	2	5	2						1	1		1	1	1				
274	ERCQSM4WNKLO1	1	5	1						1	1		1		1				1
275	ERCQSM4WOXV6	1	3	2						1	1	1	1		1				1
276	ERCQSM4WNKR9	2	5	1						1	1	1	1	1	1	1			
277	ERCQSM4WNO2D2	2	5	1						1	1				1		1		1
278	ERCQSM4WOYWU9	1	2	2						1	1			1	1		1		1
279	ERCQSM4WP3QD5	2	4	2						1	1		1	1			1		1
280	ERCQSM4WP7NP5	2	4	2						1	1				1	1	1		1
281	ERCQSM4WOZHU2	2	4	2						1	1	1	1	1	1	1	1		1
282	ERCQSM4WNYP3	2	3	1						1	1	1	1	1	1	1	1		1
283	ERCQSM4WP0XG8	2	3	2						1	1				1				1
284	ERCQSM4WNO666	1	4	1						1	1		1		1	1			1
285	ERCQSM4WP2BW4	1	4	2						1	1	1		1	1				1
286	ERCQSM4WP7HN5	1	4	2						1	1			1	1				1
287	ERCQSM4WP8M58	1	5	2						1	1	1			1	1			1
288	ERCQSM4WP4TM2	2	3	2						1		1		1		1	1		
289	ERCQSM4WNJLA1	1	5	1						1	1		1			1			1
290	ERCQSM4WOYES1	2	4	2						1	1	1			1	1			
291	ERCQSM4WOX2K9	2	3	2						1	1	1		1	1				
292	ERCQSM4WNLT20	1	5	1						1	1				1				
293	ERCQSM4WNJFS1	1	5	1						1									
294	ERCQSM4WOX2L7	2	2	2						1		1	1		1				1
295	ERCQSM4WOX014	2	2	2						1	1	1		1					1
296	ERCQSM4WP73O5	2	2	2						1	1	1	1	1	1	1	1		1
297	ERCQSM4WP7NN9	2	4	2						1	1				1	1			1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
273			1	1	1						
274		1		1				3		2	
275	1	1		1				1	1	Hershey	That's they design of their chocolate bars
276		1	1		1						
277						1		1	1	Hersheys	It is chocolate and squares
278				1				1	1	Hershey's	Because it is a not chocolate bar that you can break pieces off. It comes plain and with almonds
279		1	1			1		1	1	Hershey's	They have a bar where you can break off pieces.
280				1		1		2	2		
281	1	1	1	1	1	1		2	2		
282	1		1	1	1	1		3	2		
283			1	1				1	1	hershey	it is there chocolate bar
284		1		1	1			1	1	Hershy's	THIS IS WHAT THEIR CHOCOLATE BAR LOOKS LIKE
285	1		1	1				3	2		
286			1	1		1		1	1	Hershey	The way it is scored into pieces
287	1	1		1	1			1	1	Hershey	It looks like a Hershey bar
288	1		1		1	1					
289					1			1	1	Herseys	I been buying them for years and recognize the pattern
290	1			1							
291	1		1	1							
292				1							
293											
294	1			1							
295	1		1					1	1	hershey's	that's the shape a hershey's bar is.
296	1	1	1	1	1	1		1	1	Hershey	It looks like a Hershey chocolate bar
297				1				1	1	Hersheys	the rectangular pieces

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
273				DP8WBWLSP MV2	67	F	TERM-Qs5	11/9/2010	4:06:08 PM
274			T	DP8WBV8231 T7	79	M	COMPLETE	11/9/2010	4:06:13 PM
275			T	DP8WBWM74 ZL2	45	F	COMPLETE	11/9/2010	4:06:29 PM
276				DP8WBV88K KK2	74	M	TERM-Qs5	11/9/2010	4:06:57 PM
277			C	DP8WBV8NW V84	66	M	COMPLETE	11/9/2010	4:07:16 PM
278			C	DP8WBX4DW DS5	30	F	COMPLETE	11/9/2010	4:07:47 PM
279			C	DP8WBWMSH FQ2	61	F	COMPLETE	11/9/2010	4:07:49 PM
280	skor hershey	looks like a caramel bar	C	DP8WBX3MS FQ3	59	F	COMPLETE	11/9/2010	4:07:51 PM
281	Hershey, Ghiardelhi	Looks similar shape of some of their bars	C	DP8WBWG7N 597	59	F	COMPLETE	11/9/2010	4:08:14 PM
282			C	DP8WBVKMN 8H4	42	M	COMPLETE	11/9/2010	4:08:22 PM
283			C	DP8WBXZSW WQ9	38	F	COMPLETE	11/9/2010	4:08:49 PM
284			T	DP8WBV9ZFB D1	58	M	COMPLETE	11/9/2010	4:08:53 PM
285			C	DP8WBWGG9 SG3	61	F	COMPLETE	11/9/2010	4:08:58 PM
286			T	DP8WBWRKN GY1	61	F	COMPLETE	11/9/2010	4:09:10 PM
287			T	DP8WBWXP TC7	75	F	COMPLETE	11/9/2010	4:09:21 PM
288				DP8WBWGVQ SK3	44	F	TERM-Qs5	11/9/2010	4:09:35 PM
289			T	DP8WBVCJPH K6	71	M	COMPLETE	11/9/2010	4:09:37 PM
290				DP8WBWTDZ JC2	57	F	TERM-Qs5	11/9/2010	4:10:08 PM
291				DP8WBWL7 H53	46	F	TERM-Qs5	11/9/2010	4:10:19 PM
292				DP8WBV96LZ D1	66	M	TERM-Qs5	11/9/2010	4:10:36 PM
293				DP8WBVCJN B47	66	M	DONE-Qs3	11/9/2010	4:10:43 PM
294				DP8WBWL7W V46	26	F	TERM-Qs5	11/9/2010	4:11:13 PM
295			T	DP8WBX48G P43	26	F	COMPLETE	11/9/2010	4:11:35 PM
296			T	DP8WBXSPSS D3	27	F	COMPLETE	11/9/2010	4:12:03 PM
297			T	DP8WBXSM3 2R7	53	F	COMPLETE	11/9/2010	4:12:22 PM

ID	EndTime	Elapsed Time	NextURL
273	4:07:24 PM	0:01:16	process_exit.asp?cat=t&id=ERCQSM4WOX1U0
274	4:08:12 PM	0:01:59	process_exit.asp?cat=c&id=ERCQSM4WNKLO1
275	4:08:01 PM	0:01:32	process_exit.asp?cat=c&id=ERCQSM4WOXFV6
276	4:07:53 PM	0:00:56	process_exit.asp?cat=t&id=ERCQSM4WNKRM9
277	4:10:11 PM	0:02:55	process_exit.asp?cat=c&id=ERCQSM4WNO2D2
278	4:10:43 PM	0:02:56	process_exit.asp?cat=c&id=ERCQSM4WOYWU9
279	4:09:46 PM	0:01:57	process_exit.asp?cat=c&id=ERCQSM4WP3QD5
280	4:10:54 PM	0:03:03	process_exit.asp?cat=c&id=ERCQSM4WP7NP5
281	4:11:21 PM	0:03:07	process_exit.asp?cat=c&id=ERCQSM4WOZHU2
282	4:09:49 PM	0:01:27	process_exit.asp?cat=c&id=ERCQSM4WNYP3
283	4:10:44 PM	0:01:55	process_exit.asp?cat=c&id=ERCQSM4WP0XG8
284	4:11:59 PM	0:03:06	process_exit.asp?cat=c&id=ERCQSM4WNO666
285	4:09:59 PM	0:01:01	process_exit.asp?cat=c&id=ERCQSM4WP2BW4
286	4:10:58 PM	0:01:48	process_exit.asp?cat=c&id=ERCQSM4WP7HN5
287	4:11:16 PM	0:01:55	process_exit.asp?cat=c&id=ERCQSM4WP8MS8
288	4:10:12 PM	0:00:37	process_exit.asp?cat=t&id=ERCQSM4WP4TM2
289	4:11:33 PM	0:01:56	process_exit.asp?cat=c&id=ERCQSM4WNJLA1
290	4:11:01 PM	0:00:53	process_exit.asp?cat=t&id=ERCQSM4WOYES1
291	4:10:58 PM	0:00:39	process_exit.asp?cat=t&id=ERCQSM4WOX2K9
292	4:11:27 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WNLT20
293	4:13:17 PM	0:02:34	qs4.asp?id=ERCQSM4WNJFS1
294	4:11:41 PM	0:00:28	process_exit.asp?cat=t&id=ERCQSM4WOX2L7
295	4:14:38 PM	0:03:03	process_exit.asp?cat=c&id=ERCQSM4WOX014
296	4:13:54 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4WP73O5
297	4:14:30 PM	0:02:08	process_exit.asp?cat=c&id=ERCQSM4WP7NN9

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
298	ERCQSM4WNIJN9	1	5	1						1	1		1	1	1	1	1		1
299	ERCQSM4WP4PK0	1	2	2						1		1			1				
300	ERCQSM4WP3DK4	1	4	2						1	1		1		1	1	1		1
301	ERCQSM4WNLPH7	1	5	1						1	1		1	1					1
302	ERCQSM4WP54L4	1	2	2				1	1										
303	ERCQSM4WNT6M0	2	4	1						1		1	1	1	1				
304	ERCQSM4WP76Q8	2	2	2						1	1	1		1	1		1		1
305	ERCQSM4WNKM11	1	5	1						1	1	1		1	1	1	1		1
306	ERCQSM4WP6482	1	4	2						1	1		1		1	1	1		1
307	ERCQSM4WNP0U8	1	5	1						1	1	1		1	1				
308	ERCQSM4WNKSD6	1	4	1						1	1	1	1	1	1	1			1
309	ERCQSM4WP7LH3	2	2	2						1	1	1			1				1
310	ERCQSM4WNKI04	1	5	1						1	1	1	1	1	1	1			
311	ERCQSM4WP2C27	2	4	2						1	1	1	1	1					1
312	ERCQSM4WP27X4	2	2	2					1										
313	ERCQSM4W0X0T3	2	2	2					1										
314	ERCQSM4WNY4Z6	1	3	1						1	1	1		1	1	1	1		1
315	ERCQSM4WNZ572	1	4	2						1	1			1	1				1
316	ERCQSM4WNVMT5	1	5	1						1					1				
317	ERCQSM4WP4RU8	1	2	2						1	1	1			1				1
318	ERCQSM4WP27J2	1	2	2						1	1	1	1	1	1	1			1
319	ERCQSM4W0V2O5	2	2	2						1	1	1		1	1	1			1
320	ERCQSM4WP7O74	1	5	2						1	1		1	1	1	1			1
321	ERCQSM4WP8X16	1	4	2						1					1	1			

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
298		1	1	1	1	1		1		1 hersey	it is a hershey bar
299	1			1							
300		1		1	1	1		1		1 hersey	because it looks like a heresy bar
301		1	1	1				3		2	
302											
303		1	1	1							
304	1			1	1			1		1 Hershey	The break apart squares and ridges around the squares
305	1			1	1			1		1 HERSHEY	BECAUSE IT LOOKS LIKE A HERSHEY CANDY BAR
306											Because it looks like a Hershey bar... Seriously, I am associating the little rectangular segments (4 across/3 down) with a Hershey bar even though I'm not sure that these are actually the correct
307	1		1	1							
308	1			1				3		2	
309	1			1				1		1 Hershey's	The rectangles with "perforations"
310					1						
311	1	1	1					3		2	
312											
313											
314	1			1	1	1	1	3		2	
315				1	1			3		2	
316					1						
317	1			1	1			1		1 Hershey	Only bar I've seen this design on
318	1	1	1	1	1			1		1 Hersheys	The divided rectangles
319	1			1	1	1		1		1 Hershey	it looks like the squares where hershey is written
320		1	1	1	1			3		2	
321		1		1	1						

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
298			T	DP8WBH4W873	66	M	COMPLETE	11/9/2010	4:12:29 PM
299				DP8WBX543J72	34	F	TERM-Qs5	11/9/2010	4:12:30 PM
300			T	DP8WBX4W8MT7	50	F	COMPLETE	11/9/2010	4:12:38 PM
301			T	DP8WBV81FZFO	75	M	COMPLETE	11/9/2010	4:12:52 PM
302				DP8WBX3JDB C3	23	F	TERM-Qs3	11/9/2010	4:13:03 PM
303				DP8WBVK1ZLC2	52	M	TERM-Qs5	11/9/2010	4:13:24 PM
304			C	DP8WBWH7KKK2	25	F	COMPLETE	11/9/2010	4:13:27 PM
305			T	DP8WBV8ZMG70	79	M	COMPLETE	11/9/2010	4:13:32 PM
306			T	DP8WBWHQC V39	50	F	COMPLETE	11/9/2010	4:13:33 PM
307				DP8WBV9CJPZ7	66	M	TERM-Qs5	11/9/2010	4:13:36 PM
308			C	DP8WBV8DN SY9	64	M	COMPLETE	11/9/2010	4:13:42 PM
309			C	DP8WBX5HV9M4	27	F	COMPLETE	11/9/2010	4:14:25 PM
310				DP8WBV7VMCK9	80	M	TERM-Qs5	11/9/2010	4:14:48 PM
311			C	DP8WBWGH W6J6	60	F	COMPLETE	11/9/2010	4:15:28 PM
312				DP8WBX4NQ K50	24	F	TERM-Qs3	11/9/2010	4:15:59 PM
313				DP8WBX47LIR2	28	F	TERM-Qs3	11/9/2010	4:16:17 PM
314			C	DP8WBVK8X438	35	M	COMPLETE	11/9/2010	4:16:33 PM
315			T	DP8WBWXTD8L2	64	F	COMPLETE	11/9/2010	4:16:43 PM
316				DP8WBVJL4TG8	75	M	TERM-Qs5	11/9/2010	4:16:50 PM
317			T	DP8WBWGS4286	30	F	COMPLETE	11/9/2010	4:16:55 PM
318			T	DP8WBX5ZKKH5	27	F	COMPLETE	11/9/2010	4:17:20 PM
319			T	DP8WBX449N78	29	F	COMPLETE	11/9/2010	4:17:36 PM
320			C	DP8WBX5HWZZ7	77	F	COMPLETE	11/9/2010	4:17:39 PM
321				DP8WBWHWHHT0	63	F	TERM-Qs5	11/9/2010	4:17:51 PM

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ID	EndTime	Elapsed Time	NextURL
298	4:15:28 PM	0:02:59	process_exit.asp?cat=c&id=ERCQSM4WNIJN9
299	4:12:59 PM	0:00:29	process_exit.asp?cat=t&id=ERCQSM4WP4PK0
300	4:14:40 PM	0:02:02	process_exit.asp?cat=c&id=ERCQSM4WP3DK4
301	4:13:52 PM	0:01:00	process_exit.asp?cat=c&id=ERCQSM4WNLPN7
302	4:13:22 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WP54L4
303	4:14:17 PM	0:00:53	process_exit.asp?cat=t&id=ERCQSM4WNT6M0
304	4:16:16 PM	0:02:49	process_exit.asp?cat=c&id=ERCQSM4WP76Q8
305	4:16:19 PM	0:02:47	process_exit.asp?cat=c&id=ERCQSM4WNNKM11
306	4:19:49 PM	0:06:16	process_exit.asp?cat=c&id=ERCQSM4WP6482
307	4:14:42 PM	0:01:06	process_exit.asp?cat=t&id=ERCQSM4WNP0U8
308	4:15:20 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WNNKSD6
309	4:15:36 PM	0:01:11	process_exit.asp?cat=c&id=ERCQSM4WP7LH3
310	4:15:51 PM	0:01:03	process_exit.asp?cat=t&id=ERCQSM4WNNKIO4
311	4:16:48 PM	0:01:20	process_exit.asp?cat=c&id=ERCQSM4WP2CZ7
312	4:16:16 PM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WP27X4
313	4:16:55 PM	0:00:38	process_exit.asp?cat=t&id=ERCQSM4W0X0T3
314	4:32:04 PM	0:15:31	process_exit.asp?cat=c&id=ERCQSM4WNY4Z6
315	4:18:34 PM	0:01:51	process_exit.asp?cat=c&id=ERCQSM4WNNZS72
316	4:18:07 PM	0:01:17	process_exit.asp?cat=t&id=ERCQSM4WNNVTM5
317	4:19:01 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WP4RU8
318	4:18:27 PM	0:01:07	process_exit.asp?cat=c&id=ERCQSM4WP27J2
319	4:19:56 PM	0:02:20	process_exit.asp?cat=c&id=ERCQSM4W0V2O5
320	4:19:11 PM	0:01:32	process_exit.asp?cat=c&id=ERCQSM4WP7O74
321	4:18:31 PM	0:00:40	process_exit.asp?cat=t&id=ERCQSM4WP8X16

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
322	ERCQSM4WP65N7	1	3	2		1					1	1	1	1	1				1
323	ERCQSM4WNNWRT1	1	3	1						1	1	1	1	1	1	1			1
324	ERCQSM4WNPDS1	2	2	1						1	1	1	1	1	1	1			1
325	ERCQSM4WNLQ07	1	5	1															
326	ERCQSM4WP9171	1	4	2						1	1	1		1	1				
327	ERCQSM4WNU672	1	5	1						1	1	1	1			1			
328	ERCQSM4WNR578	1	3	1															
329	ERCQSM4WNL23	2	4	1						1	1		1	1					1
330	ERCQSM4WP8OW8	2	2	2		1					1	1		1	1				1
331	ERCQSM4WP2CU7	2	4	2						1	1	1			1				1
332	ERCQSM4WP0X54	1	4	2						1	1	1		1	1				1
333	ERCQSM4WOW1D6	2	2	2						1	1	1	1	1	1	1			1
334	ERCQSM4WP7795	1	4	2						1	1		1	1					1
335	ERCQSM4WP1AT3	1	3	2						1	1	1	1	1	1	1	1		1
336	ERCQSM4WNNZNG5	2	4	2						1	1	1	1			1	1		1
337	ERCQSM4WNN6L4	1	5	1						1			1	1	1				1
338	ERCQSM4WP8HI3	2	4	2						1	1	1	1	1	1		1		1
339	ERCQSM4WP3CM1	1	3	2						1	1	1		1	1	1	1		1
340	ERCQSM4WP4OY3	1	2	2	1	1	1	1	1										
341	ERCQSM4W0VJ52	2	3	2						1	1		1	1	1				1
342	ERCQSM4WP5443	2	2	2						1	1	1	1	1	1	1	1		1
343	ERCQSM4WP7M50	1	4	2						1								1	
344	ERCQSM4WNNKM29	1	4	1						1	1	1		1					1
345	ERCQSM4WOX2B7	3																	
346	ERCQSM4WP25Z2	2	2	2						1	1	1	1	1	1				

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
322	1	1	1	1				3	2		
323	1	1	1	1	1			3	2		
324	1	1	1	1	1	1		1	1	Hersheys	by the design
325											
326	1			1							
327		1			1						
328											
329		1	1			1		2	2		
330	1	1	1	1				3	2		
331	1	1	1	1				1	1	Hershey	Hershey always has the chocolate sectioned.
332	1		1	1				3	2		
333	1	1	1	1				2	2		
334		1	1					3	2		
335	1	1	1	1	1	1		1	1	hershey	the blocks are similar to the hershey bar but the words "hershey" are not printed
336	1	1		1	1	1		1	1	HERSHEY	I EATEN HERSEY FOR EVER AND THIS IS THIER ITEMDESIGN
337		1	1								
338	1	1	1	1		1		1	1	Hershey's	Just ate one
339	1		1	1	1	1		1	1	Hershey	Looks exactly like there candy bars
340											
341		1	1	1	1			1	1	Hershey's	Because it looks like a Hershey's Milk Chocolate bar.
342	1	1	1	1	1	1		1	1	HERSHEY	Because the square shape and perforated lines reminds me of them
343	1	1	1								
344				1				1	1	Hershey	This is what their candy bar looks like.
345											
346	1	1	1	1							

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
322			C	DP8WBWN5GDX1	44	F	COMPLETE	11/9/2010	4:17:54 PM
323			C	DP8WBWJQTQN2	36	M	COMPLETE	11/9/2010	4:17:59 PM
324			C	DP8WBVB5WLL0	29	M	COMPLETE	11/9/2010	4:18:22 PM
325				DP8WBVS6GS9	40	M	TERM-UserInfo	11/9/2010	4:18:31 PM
326				DP8WBWN56ZL3	53	F	TERM-Qs5	11/9/2010	4:18:44 PM
327				DP8WBVF68KM3	65	M	TERM-Qs5	11/9/2010	4:18:51 PM
328				DP8WBVC6XQ62	77	M	TERM-UserInfo	11/9/2010	4:18:59 PM
329	Nestles, Hersheys	Looks like their kind of chocolate bar	T	DP8WBVB79B0	52	M	COMPLETE	11/9/2010	4:19:00 PM
330			C	DP8WBWZL4RB2	24	F	COMPLETE	11/9/2010	4:19:19 PM
331			C	DP8WBWGNP835	64	F	COMPLETE	11/9/2010	4:20:09 PM
332			C	DP8WBWT937Z6	60	F	COMPLETE	11/9/2010	4:20:24 PM
333	Ghiradelli Hershey	I can't remember exactly how the chocolate is separated but I think some Hershey's and Ghiradelli are like this.	C	DP8WBWLRGKD8	27	F	COMPLETE	11/9/2010	4:20:55 PM
334			C	DP8WBWH93KK9	55	F	COMPLETE	11/9/2010	4:20:57 PM
335			T	DP8WBWMPW4N0	36	F	COMPLETE	11/9/2010	4:21:07 PM
336			T	DP8WBWKZMWQ2	60	F	COMPLETE	11/9/2010	4:21:15 PM
337				DP8WBVB53N6	77	M	TERM-Qs5	11/9/2010	4:21:18 PM
338			T	DP8WBWK67FS4	53	F	COMPLETE	11/9/2010	4:21:21 PM
339			T	DP8WBX4TV771	39	F	COMPLETE	11/9/2010	4:21:33 PM
340				DP8WBX357JX8	23	F	TERM-Qs3	11/9/2010	4:21:58 PM
341			T	DP8WBWKKX8Z9	49	F	COMPLETE	11/9/2010	4:22:11 PM
342			C	DP8WBX3HZ3B0	29	F	COMPLETE	11/9/2010	4:22:33 PM
343				DP8WBX3T11C8	57	F	TERM-Qs5	11/9/2010	4:22:41 PM
344			T	DP8WBVB2NMP2	51	M	COMPLETE	11/9/2010	4:22:44 PM
345				DP8WBWL743D0	30	F	TERM-Qs0	11/9/2010	4:22:59 PM
346				DP8WBWTFPND3	23	F	TERM-Qs5	11/9/2010	4:22:59 PM

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ID	EndTime	Elapsed Time	NextURL
322	4:19:08 PM	0:01:14	process_exit.asp?cat=c&id=ERCQSM4WP65N7
323	4:19:02 PM	0:01:03	process_exit.asp?cat=c&id=ERCQSM4WNNWRT1
324	4:19:48 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNP51
325	4:18:50 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNLQ07
326	4:19:28 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP9171
327	4:20:18 PM	0:01:27	process_exit.asp?cat=t&id=ERCQSM4WNU672
328	4:19:18 PM	0:00:19	process_exit.asp?cat=t&id=ERCQSM4WNR578
329	4:20:31 PM	0:01:31	process_exit.asp?cat=c&id=ERCQSM4WNLFPZ3
330	4:20:21 PM	0:01:02	process_exit.asp?cat=c&id=ERCQSM4WP8OW8
331	4:22:31 PM	0:02:22	process_exit.asp?cat=c&id=ERCQSM4WP2CU7
332	4:21:47 PM	0:01:23	process_exit.asp?cat=c&id=ERCQSM4WP0X54
333	4:23:01 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WOW1D6
334	4:22:07 PM	0:01:10	process_exit.asp?cat=c&id=ERCQSM4WP7795
335	4:23:11 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WP1AT3
336	4:22:50 PM	0:01:35	process_exit.asp?cat=c&id=ERCQSM4WNNZNG5
337	4:22:23 PM	0:01:05	process_exit.asp?cat=t&id=ERCQSM4WNN6L4
338	4:23:31 PM	0:02:10	process_exit.asp?cat=c&id=ERCQSM4WP8HI3
339	4:23:14 PM	0:01:41	process_exit.asp?cat=c&id=ERCQSM4WP3CM1
340	4:22:24 PM	0:00:26	process_exit.asp?cat=t&id=ERCQSM4WP4OY3
341	4:24:46 PM	0:02:35	process_exit.asp?cat=c&id=ERCQSM4WOVJ52
342	4:24:45 PM	0:02:12	process_exit.asp?cat=c&id=ERCQSM4WP5443
343	4:23:24 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WP7M50
344	4:24:13 PM	0:01:29	process_exit.asp?cat=c&id=ERCQSM4WNNKM29
345	4:23:09 PM	0:00:10	process_exit.asp?cat=t&id=ERCQSM4WOX2B7
346	4:23:35 PM	0:00:36	process_exit.asp?cat=t&id=ERCQSM4WP25Z2

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
347	ERCQSM4WP75F1	1	5	2						1	1	1			1				
348	ERCQSM4WNZM37	2	4	2						1			1		1				
349	ERCQSM4WNV9U7	2	4	2															
350	ERCQSM4WP57M9	1	3	2					1										
351	ERCQSM4WOZH8	1	5	2						1	1	1	1	1	1	1	1		1
352	ERCQSM4WOZY25	1	2	2						1	1	1		1	1				1
353	ERCQSM4WP58W8	3																	
354	ERCQSM4WP3EE5	1	4	2						1	1			1	1		1		1
355	ERCQSM4WP57F3	1	2	2						1	1	1			1				1
356	ERCQSM4WOYDZ8	1	4	2						1	1				1				1
357	ERCQSM4WP6LJ1	1	4	2			1				1			1	1	1	1		
358	ERCQSM4WOYK63	2	3	2						1	1		1	1	1				1
359	ERCQSM4WNO112	2	3	1						1			1		1				
360	ERCQSM4WNN5Q5	1	4	1						1	1	1	1	1	1				1
361	ERCQSM4WNKKV8	1	4	1						1		1		1	1				1
362	ERCQSM4WP73I7	3																	
363	ERCQSM4WNLSX4	1	5	1						1	1		1	1	1				1
364	ERCQSM4WP7P40	1	5	2						1	1		1	1					
365	ERCQSM4WP3MH1	1	4	2				1											
366	ERCQSM4WP7OB2	1	3	2						1	1			1	1				
367	ERCQSM4WNTPW3	1	5	1						1	1		1	1	1	1			1
368	ERCQSM4WNFVR5	2	4	2						1	1		1	1	1	1			1
369	ERCQSM4WP6KN4	2	3	2						1	1	1		1	1				1
370	ERCQSM4WP7381	2	4	2						1		1		1	1				

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
347	1			1							
348		1		1							
349											
350											
351	1	1	1	1	1	1		3	2		
352	1		1	1				3	2		
353											
354			1	1	1	1		1	2	Baker's	it looks like Baker's semi sweet chocolate
355	1	1		1	1	1		3	2		
356		1		1				1	1	hersheys	design
357			1	1	1	1					
358		1		1				1	1	Hershey	Because I've had them before
359		1	1	1							
360	1	1	1	1	1			1	1	Hershey's	They have rectangular shapes like that in candy bars
361	1		1	1							
362											
363		1	1	1				3	2		
364		1	1								
365											
366			1	1							
367		1	1	1	1			1	1	Hershey's	It's their distinctive design without the imprinted Hershey's name in the center of each rectangle.
368	1	1			1			1	1	Hershey's	Because of the design of the rectangles, though I believe Hershey's has 3 or 4 rows of 4 rectangles.
369	1			1				1	1	Hershey	It looks like a Hershey bar
370	1			1							

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
347				DP8WBWH3P RV7	73	F	TERM-Qs5	11/9/2010	4:23:06 PM
348				DP8WBWKVN KK8	64	F	TERM-Qs5	11/9/2010	4:23:07 PM
349				DP8WBVFD8 Y28	70	M	TERM-UserInfo	11/9/2010	4:23:44 PM
350				DP8WBX589 ZK9	38	F	TERM-Qs3	11/9/2010	4:23:53 PM
351			C	DP8WBWG74 NX2	75	F	COMPLETE	11/9/2010	4:24:35 PM
352			C	DP8WBWGD2 DL6	34	F	COMPLETE	11/9/2010	4:24:52 PM
353				DP8WBX585T P7	26	F	TERM-Qs0	11/9/2010	4:24:55 PM
354			T	DP8WBX44H BH9	63	F	COMPLETE	11/9/2010	4:25:03 PM
355			C	DP8WBX57ZP 41	32	F	COMPLETE	11/9/2010	4:25:20 PM
356			T	DP8WBWST1 DF4	54	F	COMPLETE	11/9/2010	4:25:39 PM
357				DP8WBX5CD NC3	55	F	TERM-Qs5	11/9/2010	4:25:47 PM
358			T	DP8WBX4DN 8V0	49	F	COMPLETE	11/9/2010	4:26:01 PM
359				DP8WBV8LXR Q8	38	M	TERM-Qs5	11/9/2010	4:26:12 PM
360			T	DP8WBV88XL H3	55	M	COMPLETE	11/9/2010	4:26:13 PM
361				DP8WBV71W HN5	62	M	TERM-Qs5	11/9/2010	4:27:24 PM
362				DP8WBX5DW NG6	27	F	TERM-Qs0	11/9/2010	4:27:35 PM
363			C	DP8WBV98F2 X4	69	M	COMPLETE	11/9/2010	4:27:54 PM
364				DP8WBWK6P 4D5	68	F	TERM-Qs5	11/9/2010	4:28:03 PM
365				DP8WBWGAG 431	59	F	TERM-Qs3	11/9/2010	4:28:04 PM
366				DP8WBX5N3 RY9	47	F	TERM-Qs5	11/9/2010	4:28:34 PM
367			T	DP8WBVH9K 699	67	M	COMPLETE	11/9/2010	4:28:55 PM
368			T	DP8W95GR8L G4	55	F	COMPLETE	11/9/2010	4:29:30 PM
369			T	DP8WBX3PS9 K1	40	F	COMPLETE	11/9/2010	4:29:43 PM
370				DP8WBX5DH RK4	58	F	TERM-Qs5	11/9/2010	4:30:08 PM

ID	EndTime	Elapsed Time	NextURL
347	4:24:11 PM	0:01:05	process_exit.asp?cat=t&id=ERCQSM4WP75F1
348	4:23:58 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WNZM37
349	4:23:58 PM	0:00:14	process_exit.asp?cat=t&id=ERCQSM4WNV9U7
350	4:24:17 PM	0:00:24	process_exit.asp?cat=t&id=ERCQSM4WP57M9
351	4:25:53 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WOZHH8
352	4:26:06 PM	0:01:14	process_exit.asp?cat=c&id=ERCQSM4WOZYZ5
353	4:25:12 PM	0:00:17	process_exit.asp?cat=t&id=ERCQSM4WP58W8
354	4:27:18 PM	0:02:15	process_exit.asp?cat=c&id=ERCQSM4WP3EE5
355	4:26:29 PM	0:01:09	process_exit.asp?cat=c&id=ERCQSM4WP57F3
356	4:26:55 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4WOYDZ8
357	4:26:35 PM	0:00:48	process_exit.asp?cat=t&id=ERCQSM4WP6LJ1
358	4:28:18 PM	0:02:17	process_exit.asp?cat=c&id=ERCQSM4WOYK63
359	4:27:16 PM	0:01:04	process_exit.asp?cat=t&id=ERCQSM4WNO112
360	4:27:41 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WNN5Q5
361	4:28:23 PM	0:00:59	process_exit.asp?cat=t&id=ERCQSM4WNNKV8
362	4:28:02 PM	0:00:27	process_exit.asp?cat=t&id=ERCQSM4WP73I7
363	4:29:09 PM	0:01:15	process_exit.asp?cat=c&id=ERCQSM4WNLSX4
364	4:28:54 PM	0:00:51	process_exit.asp?cat=t&id=ERCQSM4WP7P40
365	4:28:26 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WP3MH1
366	4:29:18 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP7OB2
367	4:31:26 PM	0:02:31	process_exit.asp?cat=c&id=ERCQSM4WNTPW3
368	4:32:48 PM	0:03:18	process_exit.asp?cat=c&id=ERCQSM4WNFVR5
369	4:31:18 PM	0:01:35	process_exit.asp?cat=c&id=ERCQSM4WP6KN4
370	4:31:13 PM	0:01:05	process_exit.asp?cat=t&id=ERCQSM4WP7381

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
371	ERCQSM4WP74Z2	1	2	2						1	1	1	1	1	1	1	1		1
372	ERCQSM4WNLW35	5																	
373	ERCQSM4WOZU12	2	2	2	1		1												
374	ERCQSM4WP1079	2	2	2						1	1	1							1
375	ERCQSM4WP8HV7	2	2	2						1	1	1		1	1	1			1
376	ERCQSM4WNN502	1	4	1															
377	ERCQSM4WP9056	2	3	2			1				1	1		1	1	1	1		1
378	ERCQSM4WNNQD34	1	5	1						1	1		1		1	1			1
379	ERCQSM4WQVKU7	1	3	2															
380	ERCQSM4WNNWYB0	1	5	1						1			1	1					
381	ERCQSM4WQV2N7	1	4	2						1	1		1	1	1	1	1		1
382	ERCQSM4WP4QP9	1	5	2						1	1			1	1	1	1		1
383	ERCQSM4WNNKPJ7	1	5	1						1			1						
384	ERCQSM4WNP219	1	4	1						1	1	1	1		1				1
385	ERCQSM4WP4R45	2	2	2						1	1	1	1	1	1	1			1
386	ERCQSM4WOW1L0	2	5	2						1	1	1		1	1				1
387	ERCQSM4WP4P13	5																	
388	ERCQSM4WP1DN2	1	3	2						1		1			1	1	1		
389	ERCQSM4WNNWQA0	1	3	1						1		1	1	1	1				
390	ERCQSM4WNNKUY2	2	4	1		1									1				
391	ERCQSM4WP3L43	1	3	2						1	1	1	1	1	1	1	1		1
392	ERCQSM4WP4SA7	1	4	2						1	1				1				
393	ERCQSM4WNNLSF0	1	5	1						1	1	1	1	1	1	1			
394	ERCQSM4WNNVM35	2	4	1						1	1		1	1	1	1			1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
371	1	1	1	1	1	1		1		1 Hershey	Hershey bars usually come segmented like this.
372											
373											
374	1				1			1		1 Hershey's	The first thing I think of when I see chocolate squares is Hershey's even if it is not actually the Hershey square.
375	1		1	1	1			1		1 Hershey's	Hershey's chocolate bars are typically designed in this fashion with separate blocks within the chocolate bar.
376											
377			1	1				1		1 Hershey's	Have purchased Hershey's chocolate bars many times and they are in these
378		1		1	1			4		2	
379											
380		1	1								
381		1	1	1	1	1		1		1 Hershey's Chocolate	The shape of the candy bar and the sections.
382			1	1	1	1		3		2	
383		1		1							
384	1	1		1				3		2	
385	1	1	1	1				3		2	
386	1		1	1				1		1 Hersheys	I know the larger bars break off into pieces. Use them for s'mores.
387											
388	1			1	1	1					
389		1	1	1							
390				1							
391	1	1	1	1	1	1		1		1 Hershey's	because its scored
392				1							
393		1	1	1	1						
394		1	1	1	1			1		1 Herseys	That is what the Herseys chocolate bar looks like.

ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
371			T	DP8WBX3H4 VT9	34	F	COMPLETE	11/9/2010	4:30:14 PM
372				DP8WBV9HW YB5	55	M	TERM-Qs0	11/9/2010	4:31:06 PM
373				DP8WBW19N ZP6	21	F	TERM-Qs3	11/9/2010	4:31:13 PM
374			C	DP8WBX4L6S T6	20	F	COMPLETE	11/9/2010	4:31:36 PM
375			T	DP8WBWK98 5X9	34	F	COMPLETE	11/9/2010	4:31:38 PM
376				DP8WBV87W V88	67	M	TERM-UserInfo	11/9/2010	4:31:54 PM
377			T	DP8WBWNFZ 9P4	47	F	COMPLETE	11/9/2010	4:32:36 PM
378			C	DP8WBVBLC8 H5	67	M	COMPLETE	11/9/2010	4:32:52 PM
379				DP8WBWKQ1 YC3	61	F	TERM-UserInfo	11/9/2010	4:32:58 PM
380				DP8WBVJWLP C5	69	M	TERM-Qs5	11/9/2010	4:33:14 PM
381			C	DP8WBX498 GP7	51	F	COMPLETE	11/9/2010	4:33:39 PM
382			C	DP8WBX3SK 984	68	F	COMPLETE	11/9/2010	4:33:42 PM
383				DP8WBV83PC W3	80	M	TERM-Qs5	11/9/2010	4:33:43 PM
384			C	DP8WBV9LS6 P7	51	M	COMPLETE	11/9/2010	4:33:47 PM
385			C	DP8WBWGRZ 4K1	27	F	COMPLETE	11/9/2010	4:34:11 PM
386			T	DP8WBWPF5P 9L5	75	F	COMPLETE	11/9/2010	4:34:27 PM
387				DP8WBX3JC 4F3	30	F	TERM-Qs0	11/9/2010	4:34:54 PM
388				DP8WBWQ9K ZK7	47	F	TERM-Qs5	11/9/2010	5:06:27 PM
389				DP8WBVJNK3 94	47	M	TERM-Qs5	11/9/2010	5:06:30 PM
390				DP8WBV8JH F6	58	M	TERM-Qs5	11/9/2010	5:06:57 PM
391			C	DP8WBX4143 T9	37	F	COMPLETE	11/9/2010	5:07:23 PM
392				DP8WBWGSK 335	56	F	TERM-Qs5	11/9/2010	5:08:28 PM
393				DP8WBV95N N50	72	M	TERM-Qs5	11/9/2010	5:08:47 PM
394			T	DP8WBVJCS1 71	62	M	COMPLETE	11/9/2010	5:10:39 PM

ID	EndTime	Elapsed Time	NextURL
371	4:33:42 PM	0:03:28	process_exit.asp?cat=c&id=ERCQSM4WP74Z2
372	4:31:28 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNLW35
373	4:31:41 PM	0:00:28	process_exit.asp?cat=t&id=ERCQSM4WOZU12
374	4:34:04 PM	0:02:28	process_exit.asp?cat=c&id=ERCQSM4WP1079
375	4:39:16 PM	0:07:38	process_exit.asp?cat=c&id=ERCQSM4WP8HV7
376	4:32:09 PM	0:00:15	process_exit.asp?cat=t&id=ERCQSM4WNN502
377	4:39:37 PM	0:07:01	process_exit.asp?cat=c&id=ERCQSM4WP9056
378	4:34:52 PM	0:02:00	process_exit.asp?cat=c&id=ERCQSM4WQNQD34
379	4:33:12 PM	0:00:14	process_exit.asp?cat=t&id=ERCQSM4WOVKU7
380	4:34:42 PM	0:01:28	process_exit.asp?cat=t&id=ERCQSM4WNWYB0
381	4:35:45 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WOV2N7
382	4:35:20 PM	0:01:38	process_exit.asp?cat=c&id=ERCQSM4WP4QP9
383	4:34:56 PM	0:01:13	process_exit.asp?cat=t&id=ERCQSM4WNPJ7
384	4:34:50 PM	0:01:03	process_exit.asp?cat=c&id=ERCQSM4WNP219
385	4:35:29 PM	0:01:18	process_exit.asp?cat=c&id=ERCQSM4WP4R45
386	4:36:57 PM	0:02:30	process_exit.asp?cat=c&id=ERCQSM4WOW1L0
387	4:35:05 PM	0:00:11	process_exit.asp?cat=t&id=ERCQSM4WP4P13
388	5:07:13 PM	0:00:46	process_exit.asp?cat=t&id=ERCQSM4WP1DN2
389	5:07:13 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WNNQA0
390	5:08:06 PM	0:01:09	process_exit.asp?cat=t&id=ERCQSM4WNNKUY2
391	5:09:49 PM	0:02:26	process_exit.asp?cat=c&id=ERCQSM4WP3L43
392	5:09:12 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP4SA7
393	5:10:08 PM	0:01:21	process_exit.asp?cat=t&id=ERCQSM4WNLSF0
394	5:13:47 PM	0:03:08	process_exit.asp?cat=c&id=ERCQSM4WNVN35

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ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
395	ERCQSM4WNKGJ6	1	4	1						1	1			1	1	1			1
396	ERCQSM4WNPCI2	1	4	1					1										
397	ERCQSM4WOVYW9	1	4	2						1		1			1				1
398	ERCQSM4WP1913	1	5	2						1			1						
399	ERCQSM4WNYO45	2	5	1						1			1	1	1				
400	ERCQSM4WOZ148	2	4	2						1	1		1	1	1				1
401	ERCQSM4WOXDJ2	2	2	2						1	1	1		1	1	1			1
402	ERCQSM4WP45D1	1	4	2						1	1		1	1	1	1			1
403	ERCQSM4WP81F8	1	3	2		1					1	1	1	1	1	1	1		1
404	ERCQSM4WNP060	1	5	1						1	1		1	1	1				1
405	ERCQSM4WNVU37	2	3	1					1										
406	ERCQSM4WP55G3	1	2	2						1	1	1		1	1				
407	ERCQSM4WNR9U5	1	5	1						1					1				
408	ERCQSM4WOW3U0	1	2	2						1	1	1	1		1	1			1
409	ERCQSM4WNKH40	2	3	1						1								1	
410	ERCQSM4WNLS47	1	5	1						1	1		1	1	1		1		1
411	ERCQSM4WP78N2	2	4	2						1	1		1		1	1			1
412	ERCQSM4WP4PF0	3																	
413	ERCQSM4WNDNB9	1	4	2						1					1				
414	ERCQSM4WP8PN5	2	2	2						1		1		1	1	1	1		
415	ERCQSM4WNNMOY4	1	5	1						1				1					
416	ERCQSM4WP7L44	2	2	2						1	1	1	1	1	1	1			1
417	ERCQSM4WNKHA3	1	5	1						1		1	1	1		1			
418	ERCQSM4WP2AZ9	2	2	2						1		1	1		1				1

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ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
395			1	1	1			4		2	
396											
397	1			1	1						
398							1				
399		1	1	1							
400		1	1	1				3		2	
401	1		1	1				3		2	
402	1	1	1	1				1	1	Hershey	I've eaten enough of them
403	1	1	1	1	1	1		1	1	Hersheys	The size of the rectangles and the number of them
404		1	1	1				1	1	Hersey's Candy Bar	That is how they form their candy bars
405											
406	1		1	1							
407	1	1		1	1						
408	1	1		1	1	1		1	1	Hershey	because their candy bars has the squares
409	1										
410		1	1		1	1		1	2	Ghirardelli	Shape of the portions breakaway.
411		1		1	1			1	1	HERSHEY	I LOVE THESE CANDY BARS, I EAT THEM REGULARLY, I RECOGNIZE THE HERSHEY MILK CHOCOLATE SQUARES.
412											
413				1							
414	1			1							
415			1								
416	1	1	1	1	1			1	2	Can't remember the name... Goodiva or one of the fancier brands. Lindt? Can't remember	The three large pieces is a distinctive bar.
417	1	1	1								
418	1	1		1							

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
395			T	DP8WBV7RG RX4	64	M	COMPLETE	11/9/2010	5:11:09 PM
396				DP8WBVB4ZP T5	53	M	TERM-Qs3	11/9/2010	5:11:46 PM
397				DP8WBWLC68 S6	53	F	TERM-Qs5	11/9/2010	5:12:46 PM
398				DP8WBWPK6 CQ9	80	F	TERM-Qs5	11/9/2010	5:12:48 PM
399				DP8WBVKKP W25	74	M	TERM-Qs5	11/9/2010	5:12:51 PM
400			C	DP8WBWGS3 260	60	F	COMPLETE	11/9/2010	5:12:54 PM
401			C	DP8WBWLTB LW2	24	F	COMPLETE	11/9/2010	5:13:11 PM
402			T	DP8WBWGSV MK1	53	F	COMPLETE	11/9/2010	5:14:20 PM
403			T	DP8WBWKBV QD0	46	F	COMPLETE	11/9/2010	5:14:49 PM
404			C	DP8WBV9BK 699	67	M	COMPLETE	11/9/2010	5:15:11 PM
405				DP8WBVJLVD 80	46	M	TERM-Qs3	11/9/2010	5:15:16 PM
406				DP8WBX3LVT Z1	24	F	TERM-Qs5	11/9/2010	5:15:16 PM
407				DP8WBVCW9 BM1	74	M	TERM-Qs5	11/9/2010	5:15:19 PM
408			C	DP8WBWSDY N34	31	F	COMPLETE	11/9/2010	5:15:38 PM
409				DP8WBV7SB R61	48	M	TERM-Qs5	11/9/2010	5:15:41 PM
410			C	DP8WBV9S7 KR1	69	M	COMPLETE	11/9/2010	5:16:04 PM
411			C	DP8WBWHF6 H55	59	F	COMPLETE	11/9/2010	5:16:11 PM
412				DP8WBX53W R80	32	F	TERM-Qs0	11/9/2010	5:16:24 PM
413				DP8W7V78JZ B3	51	F	TERM-Qs5	11/9/2010	5:17:25 PM
414				DP8WBWZND 629	23	F	TERM-Qs5	11/9/2010	5:17:25 PM
415				DP8WBV9QG ZZ0	67	M	TERM-Qs5	11/9/2010	5:17:30 PM
416			C	DP8WBX3SG LB0	22	F	COMPLETE	11/9/2010	5:17:31 PM
417				DP8WBV7SK W43	80	M	TERM-Qs5	11/9/2010	5:18:22 PM
418				DP8WBX4T8 CV6	29	F	TERM-Qs5	11/9/2010	5:18:48 PM

ID	EndTime	Elapsed Time	NextURL
395	5:12:35 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WNGJ6
396	5:12:04 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNPCI2
397	5:13:35 PM	0:00:49	process_exit.asp?cat=t&id=ERCQSM4WOVYW9
398	5:13:32 PM	0:00:44	process_exit.asp?cat=t&id=ERCQSM4WP1913
399	5:13:45 PM	0:00:54	process_exit.asp?cat=t&id=ERCQSM4WNYO45
400	5:13:46 PM	0:00:52	process_exit.asp?cat=c&id=ERCQSM4WOZID48
401	5:14:34 PM	0:01:23	process_exit.asp?cat=c&id=ERCQSM4WOXDJ2
402	5:15:42 PM	0:01:22	process_exit.asp?cat=c&id=ERCQSM4WP4SD1
403	5:16:17 PM	0:01:28	process_exit.asp?cat=c&id=ERCQSM4WP8IF8
404	5:17:07 PM	0:01:56	process_exit.asp?cat=c&id=ERCQSM4WNP060
405	5:15:52 PM	0:00:36	process_exit.asp?cat=t&id=ERCQSM4WNVU37
406	5:15:48 PM	0:00:32	process_exit.asp?cat=t&id=ERCQSM4WP55G3
407	5:16:15 PM	0:00:56	process_exit.asp?cat=t&id=ERCQSM4WNR9U5
408	5:19:18 PM	0:03:40	process_exit.asp?cat=c&id=ERCQSM4WOW3U0
409	5:16:44 PM	0:01:03	process_exit.asp?cat=t&id=ERCQSM4WNKH40
410	5:18:10 PM	0:02:06	process_exit.asp?cat=c&id=ERCQSM4WNLS47
411	5:19:50 PM	0:03:39	process_exit.asp?cat=c&id=ERCQSM4WP78N2
412	5:16:29 PM	0:00:05	process_exit.asp?cat=t&id=ERCQSM4WP4PF0
413	5:18:00 PM	0:00:35	process_exit.asp?cat=t&id=ERCQSM4WNDNB9
414	5:18:05 PM	0:00:40	process_exit.asp?cat=t&id=ERCQSM4WP8PN5
415	5:18:13 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WNMOY4
416	5:19:19 PM	0:01:48	process_exit.asp?cat=c&id=ERCQSM4WP7L44
417	5:20:09 PM	0:01:47	process_exit.asp?cat=t&id=ERCQSM4WNKHA3
418	5:19:33 PM	0:00:45	process_exit.asp?cat=t&id=ERCQSM4WP2AZ9

ID	AMSID	Qs0	Qs1	Qs2	Qs3_1	Qs3_2	Qs3_3	Qs3_4	Qs3_5	Qs3_6	Qs4_1	Qs4_2	Qs4_3	Qs4_4	Qs4_5	Qs4_6	Qs4_7	Qs4_8	Qs5_1
419	ERCQSM4WNNWRE1	2	5	1						1	1		1	1	1		1		1
420	ERCQSM4WNNZJU1	1	5	1						1			1	1	1				
421	ERCQSM4WNNVT53	1	5	1						1			1		1	1			
422	ERCQSM4WNNH8P6	2	4	2															
423	ERCQSM4WNNKU1	2	4	1															
424	ERCQSM4WOYWK9	1	3	2						1	1				1		1		1
425	ERCQSM4WP53G5	2	4	2					1										
426	ERCQSM4WP92R6	1	5	2						1								1	1
427	ERCQSM4WNETK3	1	4	2						1	1	1			1	1	1		1
428	ERCQSM4WNO005	2	4	1															
429	ERCQSM4WNNKL04	2	4	1															
430	ERCQSM4WP3PJ4	1	3	2						1	1	1		1	1				1
431	ERCQSM4WOYBR6	2	5	2						1	1		1	1	1	1	1		1
432	ERCQSM4WP6AH6	2	2	2						1	1	1		1	1	1	1		1
433	ERCQSM4WP2994	2	4	2						1	1	1	1	1	1				1
434	ERCQSM4WP1327	1	4	2						1		1	1	1	1				
435	ERCQSM4WNP0M0	1	5	1						1	1	1			1	1			
436	ERCQSM4WNNKSH8	2	4	1															
437	ERCQSM4WNNW04	2	2	2						1	1	1			1	1	1		
438	ERCQSM4WP3B35	1	2	2					1										
439	ERCQSM4WNNKQ41	2	4	1						1	1				1	1			
440	ERCQSM4WNN2O2	2	5	1						1	1			1	1	1			1
441	ERCQSM4WNNWZ2	2	4	1						1	1	1	1	1	1				1
442	ERCQSM4WP3L19	1	4	2						1	1	1	1			1			
443	ERCQSM4WNP326	1	4	1						1	1	1	1						1

ID	Qs5_2	Qs5_3	Qs5_4	Qs5_5	Qs5_6	Qs5_7	Qs5_8	Q1	Hershey Only	Q2	Q3
419			1	1		1		1		1 hershey	I think their large candy bars look like this
420		1	1	1							
421		1		1	1						
422											
423											
424				1		1		1		1 hersheys	the squares
425											
426			1	1							
427	1			1	1	1		1		1 Hershey	Because of the squares.
428											
429											
430	1	1		1	1			1		1 Hershey's	it has the same shape as the Hershey's candy bar.
431		1	1	1	1			1		1 Herseys	Experience with them
432	1	1	1	1	1	1		1		1 Hershey Chocolate	The three bars and the smooth consistency of the chocolate
433	1	1	1	1				1		2 Ghiardelli	I seem to remember that their bars are shaped somewhat like this.
434		1	1	1							
435				1		1					
436											
437	1			1	1						
438											
439				1	1						
440			1	1	1			3		2	
441	1	1	1	1				1		1 Hershey	looks
442	1	1									
443	1	1						3		2	

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ID	Q4	Q5	ImgVer	vID	vAge	vGender	Status	StartDate	StartTime
419			T	DP8WBVJQ7WB8	77	M	COMPLETE	11/9/2010	5:18:49 PM
420				DP8WBVKQP8P0	73	M	TERM-Qs5	11/9/2010	5:19:25 PM
421				DP8WBVKR55	69	M	TERM-Qs5	11/9/2010	5:19:50 PM
422				DP8W90FNNCG4	56	M	TERM-UserInfo	11/9/2010	5:19:55 PM
423				DP8WBV7XCB37	68	M	TERM-UserInfo	11/9/2010	5:19:56 PM
424			T	DP8WBXZL83H3	45	F	COMPLETE	11/9/2010	5:20:47 PM
425				DP8WBX3F4BG5	51	F	TERM-Qs3	11/9/2010	5:21:02 PM
426				DP8WBWRRG5J7	66	F	TERM-Qs5	11/9/2010	5:21:04 PM
427			T	DP8W95G7VM65	52	F	COMPLETE	11/9/2010	5:21:05 PM
428				DP8WBV8KDL69	70	M	TERM-UserInfo	11/9/2010	5:21:26 PM
429				DP8WBV7Z4G49	68	M	TERM-UserInfo	11/9/2010	5:22:11 PM
430			T	DP8WBWMMK6CS4	37	F	COMPLETE	11/9/2010	5:22:42 PM
431			T	DP8WBWSMTYZ5	67	F	COMPLETE	11/9/2010	5:23:14 PM
432			C	DP8WBWZCH4J5	19	F	COMPLETE	11/9/2010	5:24:19 PM
433			C	DP8WBX4QFML1	50	F	COMPLETE	11/9/2010	5:24:28 PM
434				DP8WBWGM55X2	51	F	TERM-Qs5	11/9/2010	5:24:57 PM
435				DP8WBV8CZ8N7	66	M	TERM-Qs5	11/9/2010	5:25:11 PM
436				DP8WBV8DTKW9	65	M	TERM-UserInfo	11/9/2010	5:25:57 PM
437				DP8W95FXNRG0	33	F	TERM-Qs5	11/9/2010	5:26:03 PM
438				DP8WBX39ZGB5	25	F	TERM-Qs3	11/9/2010	5:26:53 PM
439				DP8WBV8K6C68	63	M	TERM-Qs5	11/9/2010	5:27:07 PM
440			C	DP8WBVDH0W34	71	M	COMPLETE	11/9/2010	5:27:24 PM
441			T	DP8WBVH956R8	54	M	COMPLETE	11/9/2010	5:27:30 PM
442				DP8WBX4X1LC5	53	F	TERM-Qs5	11/9/2010	5:27:32 PM
443			T	DP8WBV9MLZ99	56	M	COMPLETE	11/9/2010	5:27:39 PM

ID	EndTime	Elapsed Time	NextURL
419	5:21:28 PM	0:02:39	process_exit.asp?cat=c&id=ERCQSM4WNNWE1
420	5:20:27 PM	0:01:02	process_exit.asp?cat=t&id=ERCQSM4WNZJU1
421	5:20:53 PM	0:01:03	process_exit.asp?cat=t&id=ERCQSM4WNVTS3
422	5:20:08 PM	0:00:13	process_exit.asp?cat=t&id=ERCQSM4WNH8P6
423	5:20:21 PM	0:00:25	process_exit.asp?cat=t&id=ERCQSM4WNKJU1
424	5:22:26 PM	0:01:39	process_exit.asp?cat=c&id=ERCQSM4WOYWK9
425	5:21:28 PM	0:00:26	process_exit.asp?cat=t&id=ERCQSM4WP53G5
426	5:21:51 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WP92R6
427	5:22:52 PM	0:01:47	process_exit.asp?cat=c&id=ERCQSM4WNETK3
428	5:21:47 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WNO005
429	5:22:29 PM	0:00:18	process_exit.asp?cat=t&id=ERCQSM4WNKL04
430	5:24:14 PM	0:01:32	process_exit.asp?cat=c&id=ERCQSM4WP3PJ4
431	5:24:40 PM	0:01:26	process_exit.asp?cat=c&id=ERCQSM4WOYBR6
432	5:26:17 PM	0:01:58	process_exit.asp?cat=c&id=ERCQSM4WP6AH6
433	5:26:01 PM	0:01:33	process_exit.asp?cat=c&id=ERCQSM4WP2994
434	5:26:23 PM	0:01:26	process_exit.asp?cat=t&id=ERCQSM4WP1327
435	5:25:59 PM	0:00:48	process_exit.asp?cat=t&id=ERCQSM4WNP0M0
436	5:26:19 PM	0:00:22	process_exit.asp?cat=t&id=ERCQSM4WNKSH8
437	5:26:50 PM	0:00:47	process_exit.asp?cat=t&id=ERCQSM4WNDW04
438	5:27:14 PM	0:00:21	process_exit.asp?cat=t&id=ERCQSM4WP3B35
439	5:27:48 PM	0:00:41	process_exit.asp?cat=t&id=ERCQSM4WNKQ41
440	5:30:19 PM	0:02:55	process_exit.asp?cat=c&id=ERCQSM4WNN2O2
441	5:29:34 PM	0:02:04	process_exit.asp?cat=c&id=ERCQSM4WNSWZ2
442	5:28:15 PM	0:00:43	process_exit.asp?cat=t&id=ERCQSM4WP3L19
443	5:28:55 PM	0:01:16	process_exit.asp?cat=c&id=ERCQSM4WNP326